National CLEANER & DYER

First in the Drycleaning Industry Since 1910

JUNE 1957

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Can a plant thrive on neckties only? . page 46
How to eliminate thievery on trucks . . page 72
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SPECIAL FEATURE—A new series on household finishing begins in this issue. Laura Porterfield (at left, below) gives job breakdown for each step in finishing and packaging. See page 30

Cosmetics in your system can shorten solvent life

—use HYFLO

...it keeps your solvent clean, lengthens cycles

By removing all insoluble impurities and dirt from your solvent, J-M Hyflo* lengthens solvent life. This assures you of low filter pressure and clean solvent for many loads. Hyflo is the original high speed filter powder that gives you high quality work and long filter cycles.

In addition, you can protect your filter screen and be sure of fresh, odor-free garments by precoating properly and adding Hyflo to every washer load. With Hyflo, solvent recovery is almost automatic with every type of system, filter or solvent.

Drycleaners have relied on the efficiency and uniformity of Hyflo for over 30 years. For the name of your nearest Hyflo dealer, write Johns-Manville, Box 14, New York 16, N. Y. In Canada, Port Credit, Ontario.

*Trade Mark Reg. U. S. Pat. Off.

The complete filter powder service for drycleaners:

- J-M Dealers—there's one nearby, ready to serve you.
- J-M Drycleaner's Handbook—ask your dealer for the 7th Edition.
- J-M Engineers—for help on any operating problems.
- J-M Drycleaning Laboratory—constantly studying the latest cleaning methods.

Johns-Manville HYFLO

THE FILTER POWDER FOR CHARGED SYSTEM CLEANING

How top quality BUCKEYE CLEAN CHARGE* puts promotional power behind increased demand FOR "LINT-FREE CLING-FREE"* DRY CLEANING PROCESS†

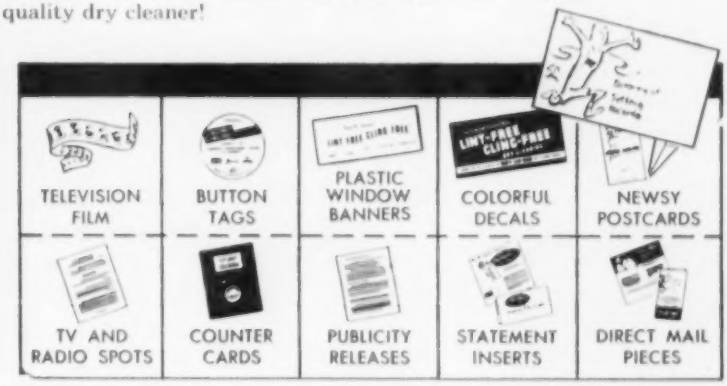
COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS' MAGAZINE

WIDESPREAD NATIONAL ADVERTISING

to consumers—in popular magazines like *Ladies' Home Journal*, *McCall's*, *Parents'*, *Glamour*, and many, many others!

STRONG TIE-IN NEWSPAPER ADS

—hard-hitting, inexpensive advertising that really pays dividends . . . in increased sales . . . in establishing *your* plant as a modern quality dry cleaner!



and now ANOTHER great business builder—with terrific tie-in strength!

New "DYP"*—made with the same anti-static action provided by Buckeye Clean-Charge®—leaves garments free from clinging. Makes extra sales for you while selling customers on the "Lint-Free Cling-Free"* Dry Cleaning Process†.

NEW NATIONALLY ADVERTISED "DYP"*

—eliminates clinging from lingerie, slips, nightgowns, and other garments that are usually hand-laundered.

BRING CUSTOMERS IN FOR A 1-OUNCE SAMPLE BOTTLE

TIE-IN YOUR DRY CLEANING PROMOTION WITH THE PROMOTION ON "DYP"*! ORDER TODAY!

Limited quantity. Packed 50 per case in individual display cartons, with space on back of cartons for stamping your own name.

Freight prepaid from Dayton, Ohio

8-OUNCE BOTTLE

In attractive self-displayer. Packed 12 per case.

The Davies-Young Soap Co.
Box 995
Dayton 1, Ohio
Please send me further information on "Dyp"*
Name _____
Plant _____
Address _____
City _____ State _____

†U.S. Pat. No. 2729576; Canadian Pat. No. 528758; other patents pending
*Trademark of The Davies-Young Soap Company

SYMBOL OF QUALITY
THE DAVIES-YOUNG SOAP COMPANY
DAYTON 1, OHIO

Producers of Quality Products for the Cleaning and Laundry Industry Since 1844

NATIONAL CLEANER & DYER, June, 1957. Published monthly by the Business Papers Division of The Reuben H. Donnelley Corp. Publication Office, 109 W. Chestnut Street, Lancaster, Penna., U. S. A. Executive and Editorial Offices: 305 East 45th Street, New York 17, N. Y. Subscription rates: United States and Canada, $4.00; Foreign, $6.00 per year. Volume 48, No. 6. Entered as 2nd class matter April 21, 1948, at the Post Office, Lancaster, Pa., under the act of March 3, 1879.

THE EASY, LOW COST WAY TO USE PLASTIC BAGS

AND *Glamorize* YOUR DRYCLEANING SERVICE

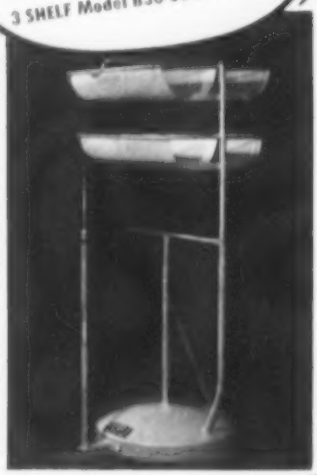
NEW!
2 *Economy* MODELS

SPECIAL $99.00
2 SHELF MODEL B30-32 . . .
3 SHELF Model B30-33 . . . $119.00

It's the Bishop

BAG-O-TERIA

ENDS PLASTIC BAG PROBLEMS



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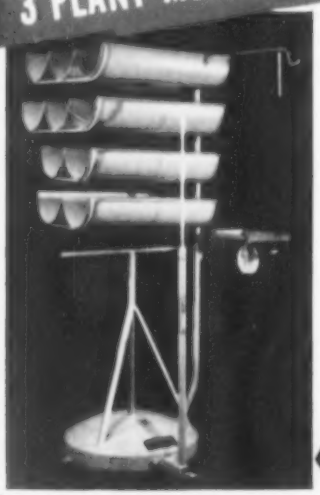

PROBLEMS	ANSWERS
PLASTIC IS *SLIPPERY*	BAG-O-TERIA GIVES YOU *SLIP-PRUF* PLASTIC BAGGING
PLASTIC STICKS WITH *STATIC ELECTRICITY*	BAG-O-TERIA ALWAYS DELIVERS *ONE BAG AT A TIME*
PLASTIC IS *EASILY TORN*	BAG-O-TERIA HAS THE *TEAR-PRUF* BAGGING ROD
PLASTIC IS *LIMP*	BAG-O-TERIA HOLDS BAGS *READY TO USE* NO LIFTING . . . NO PUSHING
PLASTIC IS *DIFFICULT TO LOAD*	BAG-O-TERIA GIVES YOU *EASY LOADING*

Model B30-44, Four-shelf Unit $165.00
Model B30-43, Three-shelf Unit 149.00
Model B30-42, Two-shelf Unit 135.00

BAG-O-TERIA IS *BEST FOR PAPER TOO!*

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BISHOP DAVID FREEMAN CO. MFRS., EVANSTON, ILLINOIS, U.S.A. / ORDER FROM YOUR JOBBER

it's the SHIRT SENSATION!

Bishop LAYBACK T.M. Collar-Former

PAT. APPLIED FOR

The Non-Crush Flat-Pak Method

YOU get..

up to **50% SAVINGS**

IN SHIRT-PACKAGING COSTS!

More shirts per box or shell...
More shirts per shelf or truck!

Finish BOTH on the same unit

Your CUSTOMER gets...

COLLAR-COMFORT *all day-long!*

Collars fit neck neatly in back
Rest low in front for more neck-freedom
Collar points lie flat . . . not curled

plus **CONVENIENCE!**

More shirts in his grip when he travels

More shirts in his dresser drawers at home

FOR ALL MAKES AND MODELS of AUTOMATIC or MANUAL Shirt-Folding Tables...

BISHOP LAYBACK T.M. COLLAR-FORMER

© 1957 B. D. F. Co.

ORDER FROM YOUR JOBBER-SALESMAN

BISHOP DAVID FREEMAN CO.

MFRS., EVANSTON, ILLINOIS, U.S.A.

CUT YOUR OPERATING COSTS WITH BISHOP LABOR-SAVERS!

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The...National
CLEANER & DYER

Provocative Poetry

If there is any trait typically American, it is the desire to "belong." We are probably the greatest people in the world to "join" some organization. Cleaners are no exception, what with service clubs, state and national associations, lodges and the like.

There's nothing wrong with this, except that the majority of the membership in any group lets some one else do the work. *This* characteristic isn't confined to the States alone. It occurs in Australia, too, as indicated by a recent circular from that country.

Mr. Ted Woodward, president of the Victorian Drycleaners Association, sent the following challenge to members:

"Are you an active member, the kind who would be missed?
Or are you just contented that your name is on the list?
Do you attend the meetings, and mingle with the boys?
Or do you stay at home, then criticize aloud, or leave the work to just a few and talk about the 'click'?
There's quite a program scheduled that you've surely heard about,
And it will be appreciated if you, too, will help it out.
Do come along to the meetings often, and help with hand and heart.
Don't be just another member but take an active part.
Think this over member, you know the right and wrong.
Are you an active member, or do you just belong?"

How about it, association officers and directors? Could you use a helping hand?

Thought for the Month

The less men think, the more they talk.—*Art Schuelke*

REPRINT SERVICE FOR OUR READERS—Please write promptly if you want reprints of any articles appearing in this issue. Cost is $13 per 100, one side of a single sheet; $21 per 100, two sides of a single sheet. Additional 100's at $1.70, one side; $1.90, two sides. Minimum order is 100 reprints. For reprints in color or reprinted spreads or folders, please write for prices and additional information. All prices F.O.B. Lancaster, Pa.

Address the Editor:
NATIONAL CLEANER & DYER
305 East 45th Street
New York 17, N. Y.

Non-volatile matter removed by spray rinsing in extractor **parallels that removed by immersion rinsing in washer.**

Figure I below shows that after spray rinsing 5 loads in extractor converted to STREET'S EXTRACTOR-RINSE* process, the rinse solvent has built up with 0.40% of 886 as compared with a build-up of 0.41% with the immersion method in washer. For all practical purposes, the two methods of rinsing remove the same amount of non-volatile matter from fabrics which have been cleaned in 4% charge.

FIGURE I PERCENT 886 IN RINSE SOLVENT

	Operation No. 1 X-R Method ¼ gal. per lb.	Operation No. 2 X-R Method ½ gal. per lb.	Operation No. 3 Immersion Method Separate Washer
Load 1	0.07%	0.08%	0.08%
Load 2	0.14%	0.16%	0.17%
Load 3	0.22%	0.24%	0.25%
Load 4	0.30%	0.32%	0.34%
Load 5	0.37%	0.40%	0.41%

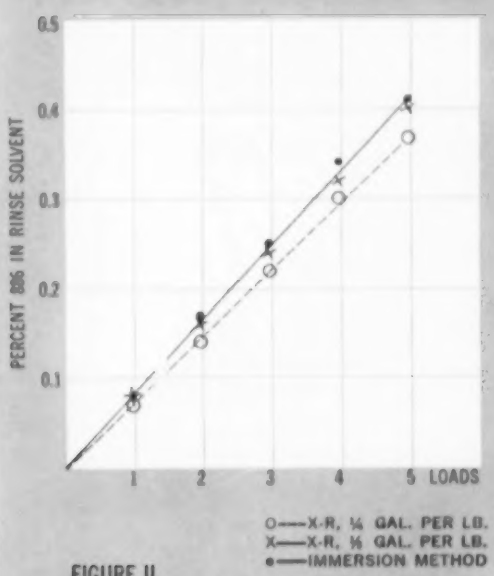


FIGURE II

The plotted data in above graph (taken from Figure I) shows that when the recommended ½ gallon per pound is pumped through the X-R spray cluster, the removal of non-volatile matter is substantially the same as the amount removed by immersion rinsing. For this reason, only one solid line was drawn through both sets of data points.

SPRAY VS. IMMERSION RINSING

Regardless of what method of rinsing is employed it is never the intent to remove every last trace of oily matter from the fabrics. The objective is to rinse out the excess non-volatile matter remaining after charged system cleaning, so as to avoid swales, odor, spotting rings, dull colors and poor whiteness retention. It should be also clearly understood that the amount of residue remaining in garments after rinsing is more dependent on the rate of distillation of the rinse bath than on whether the rinsing is performed by spray rinsing in the extractor or by immersion rinsing in the washer.

The accurate data shown in Figure I resulted from scientific tests which are described in detail in illustrated Bulletin No. 5443. Please write for free copy. R.R. Street & Co. Inc. 561 West Monroe Street, Chicago 6, U.S.A.

* THE FOLLOWING PATENTS PERTAINING TO THE X-R HAVE BEEN ASSIGNED TO R. R. STREET & CO. INC.: U.S. PATENT NO. 2480001, CANADIAN PATENTS NO. 535,041 AND NO. 535,042, OTHER PATENTS PENDING.

XR-206 COPYRIGHT 1957

THE NEW National COUNTER CONVEYOR

FOR fast SERVICE—

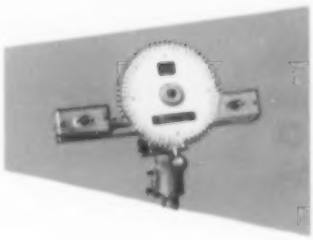
reliable

PERFORMANCE

Now, for the first time, you can have a call office conveyor that will give you *continued* reliable performance. It's the new NATIONAL counter conveyor—engineered for strength, lasting service, and functional design.

Because of its superb heavy-duty construction, NATIONAL will outlast any other conveyor, save you time and money, and give your shop a neat, uniform, modern appearance at reduced labor costs. Much greater storage potential for the same amount of floor space is yours too because the new NATIONAL counter conveyor can go around corners to fit your floor plan.

In addition, NATIONAL has the exclusive DIAL-TROL which makes operation of your conveyor and delivery of call office orders as quick and easy as pushing a button. Merely set the operating knob to the customer's order number. DIAL-TROL does the rest—selects the carrier holding the desired order, activates the conveyor, brings the carrier quickly to the unloading position and shuts itself off—automatically!



Get the full story on how NATIONAL counter conveyors will pay you dividends. See your dealer or write to us for a complete brochure.

DIAL-TROL . . . the little genius which operates your NATIONAL conveyor, automatically!

THE National MARKING MACHINE CO.
4026 CHERRY STREET • CINCINNATI 23, OHIO

National Marking Machines and Conveyors are preferred by better plants the world over!

MORE SATISFIED CUSTOMERS PER BARREL!

There's two ways to measure out your soap . . . how far it will go, and how far it will go towards keeping old customers and making new ones.

Chargit is formulated to give maximum QUALITY drycleaning results with a minimum amount of in-plant problems in proportions prescribed. There's no adding, no dabbing for extra quality or strength.

Yes, NU-PRO's Chargit gives you standardized drycleaning . . . meaning that the last garment that you run will be as good as the first. That's your best measure for MORE satisfied customers per barrel.

Try Chargit . . . and figure your profits in satisfied customers.

The odorless NU-PRO Chargit is a fast-acting system that affords high soil removal with a simplicity of operation. It adds life and luster to garments by putting back essential oils that are often lost in ordinary cleaning methods. Try NU-PRO in your charge system for trouble-free results.

NU-PRO backs you up with a hard-selling advertising campaign in leading national magazines . . . It costs you nothing!

NU-PRO Mfg. Co. 2918 Washington Ave. St. Louis 1, Mo.

How to Prevent Solvent Intermix in 2-Bath Systems

Patented Process Developed to Assure True 2-Bath Cleaning

To insure continuing highest quality cleaning at lowest cost with the 2-bath method, it is essential that cleaners stop and analyze their dry cleaning systems to determine whether they are *really* getting the full benefit and superior cleaning that a 2-Bath system can provide. The true success of 2-Bath operation depends entirely on proper maintenance of both solvents, with no inter-mixing at any time during the cycles.

The rapidity with which 2-Bath cleaning became accepted caught equipment manufacturers unprepared to cope with the special problems involved and most equipment even today is merely an adaptation or conversion of existing single-bath units to two-bath operation. These converted or modified units have one design error in common — the use of a multiplicity of valves directing the flow of the two different solvents from two separate storage tanks, through two filters, to the washer housing, and again returning to the storage area. Figure 1 shows a typical attempt to accomplish this purpose.

Valves Trap Foreign Particles

Now there is nothing wrong with valves, except that every cleaner knows there is a constant transmission of foreign particles, such as pins, tags, lint, buttons, etc. through the solvent circuit. Certainly it is inconceivable to think that not even *one* particle of such foreign matter will *ever* lodge on the seat of *any* valve in the circuit to cause leakage. Leakage does occur — without question.

Refer again to Figure 1 and consider valves B, C, E, F. Slight leakage of these valves, regardless of construction, causes contamination of the rinse solvent and dilution of the charged solvent, with consequent loss in the quality of your cleaning and the expense of charged solvent replacement.

Research Produces New Method

Only one equipment manufacturer has squarely faced the problem of eliminating solvent intermix in 2-bath operation. In 1953, Manitowoc Engineering Corp. instituted a quarter-million dollar research program from which evolved, along with many other advancements, an improvement fully as important as the 2-bath method itself . . . The Diverti-Flo Process.

This patented process utilizes a simple, rigid interlocking bar connecting two butterfly valves and a diverter which directs the solvent back into the proper storage tank. Even if leakage should occur at any point in the system, the solvent has no place to go but back into the tank from which it came. Here is the only fool-proof method of keeping charged and rinse solvents separate during any phase of 2-bath operation.

How Diverti-Flo Solvent Control Works (See Figure 2)

Butterfly valves A and B and Diverter C are interlocked by means of a solid bar. During the wash cycle, valve A is closed, B is open and Diverter C is directed into the S. S. Solvent Storage Tank. When in the rinse cycle, valve B is closed, A is automatically opened and Diverter C then directs flow into the Rinse Solvent Storage Tank. When solvent level builds up in washer housing, it overflows through Dump Tube D (shown in "up" position) and is automatically directed back to the correct solvent storage tank. When dumping solvent, tube D is raised, as shown, and again the solvent is directed by Diverter C into the proper solvent storage tank. If any leakage should occur at valves A or B, the solvent *must* return to the right tank.

True 2-bath Performance

This is Diverti-Flo, the most simple, fool-proof, positive means of providing true 2-bath cleaning by positively preventing solvent inter-mix. Examine your present unit or one you may be considering purchasing. Find out where the solvent goes when a valve fails to close properly. You may be using the 2-Bath *process*, but you are not getting *true* two-bath *performance* unless there is absolutely no possibility of solvent inter-mix. MANITOWOC ENGINEERING CORP., Manitowoc, Wis.

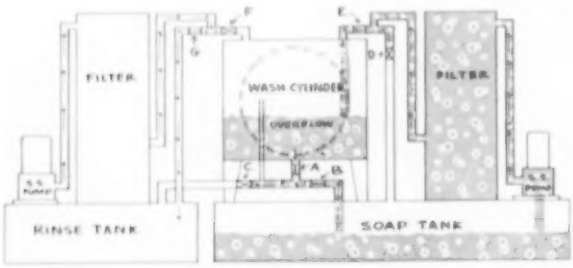


Figure 1

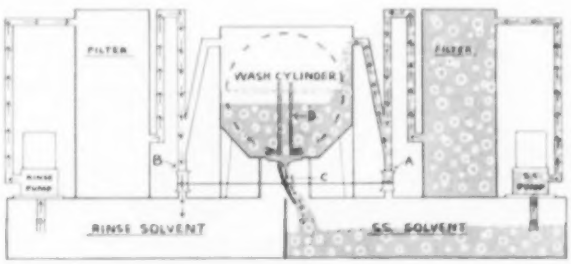


Figure 2

cleaned by you

kept clean by International bags

Your jobs, your customers' clothes stay clean, well pressed—on the street, in the closet. And—your selling message in bright colors on the bag works for you outdoors and in—for weeks on end. Call your supplier today.

International Paper Company
SOUTHERN KRAFT DIVISION
220 East 42nd Street, New York 17, N.Y.

NEW PRODUCTS AND LITERATURE

Vertical Vacuum Systems

The recently presented Rema DryVac vertical vacuum systems for 1957 are powered by an aircraft-type turbine. Because of all-aluminum construction the machines are said to be completely rustfree. The manufacturer also states that long troublefree performance with a minimum of maintenance may be expected from the 1957 models (illustration shows Model BP-8).

Rema vertical vacuums are manufactured in a wide range of sizes to meet the users' needs. Rema reports that use of the systems result in savings in fuel plus increased production.

Complete information may be obtained by writing direct to Rema Corporation, Box 86, Norwalk, Conn.

Pump Literature Issued

"How Industry Profits With Viking Pumps" describes applications of the firm's many models, including the use of the Re-Nu-It pump with drycleaning solvents. Once installed the piping in this unit need not be broken. When needed, repairs are said to be completed quickly and easily by insertion of the Viking Re-Nu-It kit.

For copies of this booklet write to Viking Pump Company, Cedar Falls, Iowa.

Anderson Issues Catalog

Anderson's 1957 catalog itemizes the principal applications of the firm's purifiers. New information has been included on improved types of internal purifiers for installation inside evaporators, boilers and other process vessels.

Anderson has also issued a 4-page bulletin containing specifications and prices of all principal types of Super-Silvertop traps.

For a complimentary copy of the purifier catalog, Bulletin 801, or the Super-Silvertop trap bulletin, No. 154, write The V. D. Anderson Company, 1935 W. 96th St., Cleveland 2, Ohio.

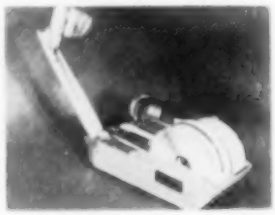
Swingline Electric Tagger

Automation replaces hand tagging with the new electric taggers designed for drycleaners by Swingline, Inc. The 15E1 Electric Dry Cleaners Tagger with patented "swinging anvil" and the 15E2 Portable Tagger leave the operator's hands free to handle the garment. The device works by means of a foot pedal. Either tagger may be fixed permanently or moved to suit the user's needs.

Swingline tagged garments stay tagged throughout every flexing and mechanical action of any drycleaning process, the manufacturer claims. The staples remove easily without leaving marks or damage to fabrics. Taggers have a solenoid action and operate on standard AC current.

For further information write to Swingline, Inc., 32-00 Skillman Ave., Long Island City, N. Y.

Packaging Device Saves Time

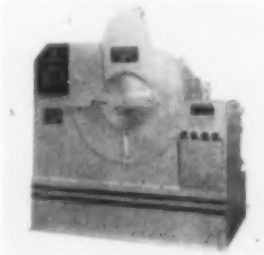


New Carry-Pack gummed taped handles are said to reduce the number of steps necessary to prepare a drycleaning bundle. As packages are sealed an order ticket can be attached. Handles are applied from a wasteproof dispenser, which releases one tape at a time. Bundles equipped with Carry-Pack handles are easier for the counter clerk to pick from a shelf and for the route driver to carry.

Carry-Pack handles and matching tape come in a variety of colors and can be custom-imprinted at little cost. The dispenser for the handle is loaned free of charge.

For additional information, free samples or a free demonstration write to Carry-Pack Co., Ltd., Schiller Park, Ill.

New Washex Unit



The newly developed "P-45" Syntomat has been announced by the Washex Machinery Corporation. This open-end, open-pocket washer-extractor with a load capacity of 45 pounds has been specially developed for the package-plant operation.

According to Steve Landon, Washex' general manager, the P-45 Syntomat offers production efficiency and sturdy construction. Complete information on this new machine may be obtained by writing directly to the manufacturer at 192 Banker St., Brooklyn 22, N. Y.

New Steam-Trap Catalog

Yarnall-Waring Company has released Bulletin T-1746 which describes the new Yarway Series 40 Impulse Steam Trap, designed to handle heavy condensate loads. The four-page booklet outlines the operation of the Series 40 Trap, gives sizes and capacities, lists typical applications and shows dimension, weights and prices.

Copies are available on request to Yarnall-Waring Company, 129 Mermaid Ave., Philadelphia 18, Pa.

New White Conveyor

A call-office conveyor that works like a slickrail has been developed by White Machine Company. There are no slots or barriers. Instead, this conveyor makes use of a continuous "rail" which runs all around the conveyor and revolves electrically. This is made possible by an overlapping of a newly developed "track" together with newly designed rail supports. With this new slickrail type of conveyor, orders are consolidated quickly and easily.

As orders are removed from the conveyor, the operator pushes the remaining work together (as on serpentine racks), then adds new work behind the old. Garments are thus kept in perfect consecutive order.

The Consec-U-Veyor is available in 10- to 40-foot models, with "L" or special shapes on request. It is operated by means of hand- or foot-control switches that revolve the conveyor electrically, mounted at both ends.

For literature and complete information regarding the new Consec-U-Veyor write to White Machine Company, 14th St. & Lafayette Ave., Kenilworth, N. J.

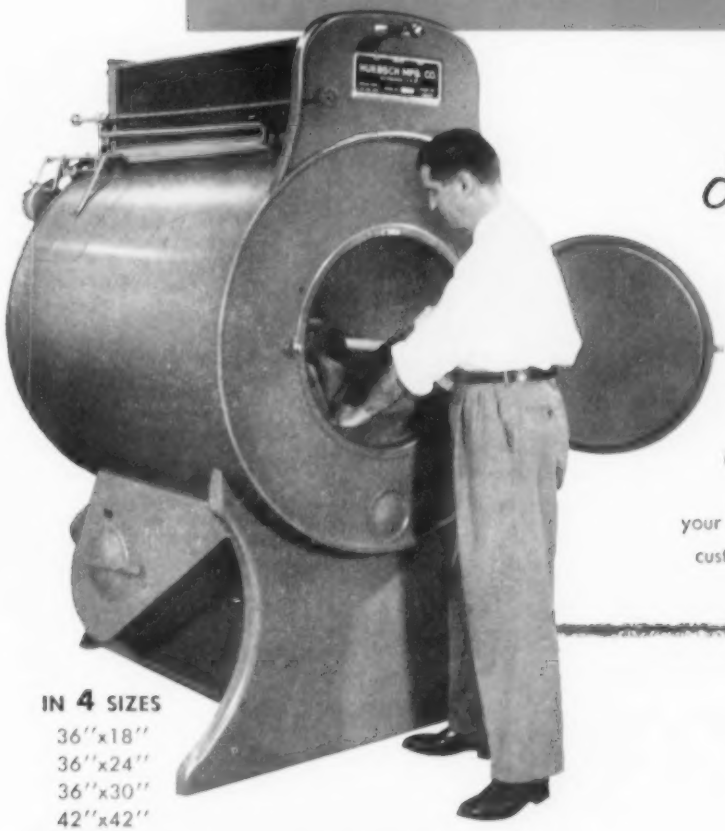
Pile Fabric Conditioner

Formula 404, a heat-insulating compound said to allow

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written in your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

Trouble-free service for you . . .
Better service for your customers!



HUEBSCH
dry cleaning TUMBLERS

Whether you use one Huebsch Tumbler . . . or fifty, as some dry cleaning plants do . . . you know that fast, efficient, *dependable* operation is always assured. And because famous Huebsch Tumblers do such a good job, your finished work has the quality that keeps customers coming back for more and more!

IN 4 SIZES
36"x18"
36"x24"
36"x30"
42"x42"

HUEBSCH BAGGERS

Note the specially shaped knob that prevents tearing plastic bags. It's just one of many reasons why Huebsch Baggers are a *must* for every dry cleaning plant and store. Light in weight, Huebsch Baggers can quickly be moved to any convenient spot.

HUEBSCH CABINET DRYERS

Here is a cabinet dryer with big capacity (about 16 dresses) and every modern feature . . . yet priced surprisingly low. Has a motor-driven fan, latest fin and tube type steam coil, air temperature control damper. Fan motor equipped with rheostat for adjustable speed to regulate air volume

HUEBSCH
MANUFACTURING COMPANY
3775 N. HOLTON STREET
MILWAUKEE 1, WISCONSIN

carding, glazing or electrifying of all drycleaned pile fabrics with controlled heat, has been introduced by the Fur-Feel Corp. The product, Fur-Feel claims, helps eliminate matting and tufting, provides crush resistance to the pile fabric and also lusterizes by adding an improved feel and look. It is intended for use on alpacas and fur fibers as well as synthetic pile. The product is sprayed on the fabric after recommended drycleaning.

For more information write to Fur-Feel Corp., 231 Eagle St., Brooklyn, N. Y.

Forse Shows New Silk Unit

A decrease in operator fatigue and an increase in production through the use of its new silk unit is claimed by the Forse Corporation. With this machine, known as the Forse-Elrod Press-Master Model 42 YOF, the operator no longer works in front of an elevated, heated head. The head, instead of hinging open, raises off the buck and then slides back out of the way behind the press.

A convenient knob just below the padded buck brings the head over the buck. The left pedal (vacuum) brings the head down against the buck and holds it there after the knob is released. The gauge above the head shows pressure, which may be adjusted. As soon as the foot is removed from the pedal, the head opens.

The Press-Master uses wrist-size cylinders with Forse O-Rings, which eliminate piston cups. Air valves are the Forse stem-operated type also with O-Rings to eliminate stuffing-box leakage. The head is of steel construction throughout, tested to 250 pounds pressure.

The firm's air-operated Puff Master combines with the offset press to form a one-girl silk unit. This machine permits the operator to work with both hands.

Forse has also announced the Press-Master Utility Press and the Magic-Dial Convey-Master, which are said to keep laundry and cleaning together in half the space normally required.

For a booklet describing this equipment write to the Forse Corporation, 1507 W. Second St., Anderson, Ind.

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written in your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

Darco Solvent Booklet

Illustrated in two colors, The Darco Drycleaning Manual of Solvent Purification is a 20-page booklet which explains in simple nontechnical language the cause of impurities in solvents and how they may be removed. The process of adsorption by activated carbon is also explained and illustrated.

One unique feature of the new manual is a pull-out "How To Do It" chart which can be removed and hung in the cleaning room as can a daily dosage chart. There is also a savings chart which shows how to compute the dollar costs of soap and solvent losses.

The new booklet describes both the preventive and corrective methods of solvent purification. It concludes with a list of the major causes of poor quality drycleaning and the most common filter troubles and what to do about them.

Darco's new manual is available from Darco Sales, Atlas Powder Company, Concord Pike and New Murphy Rd., Wilmington 99, Del.

Newhouse Marking Pen

The latest contribution to identification systems is a new all-purpose marking pen developed by Newhouse Specialty Company.

"The Newhouse marking pen with jet black indelible ink will stand up indefinitely under a charged system and all types of cleaning fluids," claims E. J. Newhouse, president.

According to the company each pen is perfectly balanced with a specially designed point for smooth writing at all times. Available in two sizes, the pen is nonrefillable.

For details write to Newhouse Specialty Company, Inc., 3827 San Fernando Rd., Glendale, Calif.

Bock Designs New Extractor

The new Bock-O-Matic 85 Extractor with a capacity of 85 pounds (dry weight) is equipped with a gyro-balancing basket 15½ inches deep and 30 inches in diameter. The basket opening, 23 inches in diameter, is designed for easy loading of bulky laundry items. Fully automatic, the extractor is controlled by a mechanical timer; it starts, locks the cover, stops and opens the cover automatically.

The "85" features Bock-O-Matic Drive, which combines the Bock fluid drive coupling with a patented mechanical braking device. The self-adjusting braking device is controlled by a mechanical timer.

Complete literature on this model, with and without tray tops, is available from Bock Laundry Machinery Company, Toledo Factories Bldg., Toledo 2, Ohio.

New Accessories by Arrow

Arrow Manufacturing Co., Inc., has introduced a replacement bag and padding for the TopperMatic pants topper, the TopMaster pants topper and the Forse pants topper. The Arrow bag and padding make one complete unit, which is easily slipped over the topper form. It features a nylon bag with a zipper closure.

The padding is made of an inorganic material which the firm claims will not rot, mildew or shed water. Arrow states that the padding will not take a permanent set, but remains resilient under constant use and pressure. It is also highly heat-resistant and allows a free flow of both steam and air. Asbestall cover provides longer life.

For complete information write to Arrow Manufacturing Company, Inc., 2922 Terrace St., Kansas City 8, Mo.

New Mothproofing Booklet

"How to bring in extra dollars with a Demothol mothproofing department" is the theme of a booklet offered by the Signal Chemical Mfg. Co., Inc. It includes interesting facts about the eating habits and life cycle of the moth pests, and discusses in detail the use of Demothol, an odorless, spray-on type of mothproofing.

Different sections of the 14-page booklet take up the following subjects: how long Demothol treatment lasts, its application to clothing, rugs, furniture, blankets, draperies and other items. The booklet suggests sales approaches and methods to build up a profitable Demothol mothproofing department.

For a copy write to Signal Chemical Mfg. Co., Inc., 5020 Richmond Rd., Bedford, Ohio.

New Finishing Equipment

A complete new line of spotting and finishing equipment has been presented by Manitowoc Engineering Corp., Manitowoc, Wis.

The spotting board features up-steam or heated air, a stainless steel board and steam or air vacuum. It may be adjusted for pinpointed vacuum control. The spotting guns are available in both a de luxe model, having a steam condensate chamber and ports for a steam condensate spray gun, and a junior model, equipped for dry steam only. The finishing board features rapid up-steam and a good vacuum. The complete unit includes a cover set, hand pad and trowel. A Cissell "low-boy" assembly is optional with finishing board.

The new Manitowoc combination puff sets are available with triple heads or double heads. Both feature up-steam and polished aluminum puffer heads. Adjustable single puffs are available with a flange for press table mounting or with an optional 15-inch table. Pictured here are two combination puff sets, joined by a corner piece.

A versatile, adjustable air control and a pressure-type blower are important elements of the Manitowoc automatic steam-air finisher. The unit has a complete range of adjustments permitting finishing of all sizes and shapes of garments.

Both the Super Deluxe fabric head topper and the Deluxe triple fabric head finisher eliminate shine, seam marks and flattening of pile without pulling or pounding. The Super Deluxe topper unit includes a smooth "Lamidol" table top, which is said to be impervious to damage under normal usage.

New Manitowoc mushroom utility drycleaning presses are available in 38-, 42- and 45-inch sizes.

Detailed information may be obtained from Manitowoc.

Jean Smart

learns the

SHOCKING TRUTH

ABOUT

SHRINKAGE!

The sad truth is that garment shrinkage is an all too common complaint among today's quality-conscious dry cleaning customers. Lack of proper temperature control in many dry cleaning reclaimers often results in shrinkage problems that can lose customers *and* also lose repeat-business profits for you.

To eliminate the excessive heat which causes shrinkage, Hoyt engineers have now introduced a new Quick-Cooling Cycle in the Hoyt Super Fast Solvo Miser Series 57. The revolutionary new air-flow design not only assures better temperature control and faster, more efficient operation, but actually permits reclamation of the final traces of perc *while the cooling cycle is in operation.* This eliminates or greatly reduces the need for deodorization and gives garments a natural feel and finish which considerably reduce the cost of finishing.

It's also true that the new Series 57 Super Fast Solvo Miser offers many more time and labor-saving features that pay off in easier operation and lower production costs all along the line. These include . . .

- A King Size Lint Trap . . . conveniently located at eye level . . . readily cleaned in just 27 seconds!
- Electric Timing System.
- Removable front panels which put coils, fan and fan motor within easy reach *from the front of the machine!*
- A wide range of sizes to match the capacity of any cleaning machine with a reclaimer of exactly the right size. These Solvo Misers are available with either automatic or manual controls to meet your specific operating requirements.

Don't let excess temperatures shrink your profits...

HOYT

HOYT MANUFACTURING CORPORATION • WESTPORT, MASSACHUSETTS

How To Trap For Greater Profit . . .

Typical Unit Trapping Piping Layouts

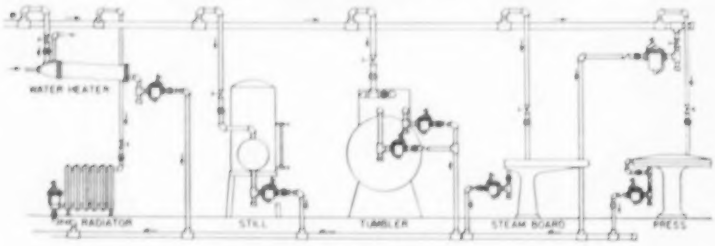


FIG. 1 Piping layout with return line below floor level.

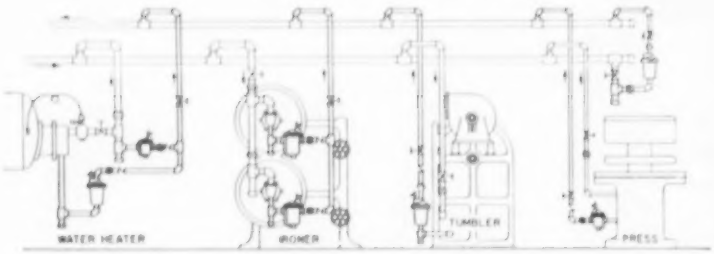


FIG. 2 Piping layout with overhead return line.

Proper trapping methods can increase your profits manyfold . . . and unit trapping is the only sure method of obtaining

1. **Maximum Production**
2. **Maximum Temperatures**
3. **Maximum Fuel Economy**

Unit trapping means simply *each* unit should have a trap. In both figures 1 and 2 a separate trap is used for each machine—and note that in figure 1, *each coil* of the tumbler is trapped.

Combining this method of trapping with high quality, low maintenance Armstrong traps will give you greater profits, year after year after year.

RECOMMENDED TRAP SIZES TO USE

Presses and Other Small Units

Machine	Speed Service	Ordinary Service
Pony	No. 800	No. 800
27"-38"	No. 800	No. 800
40"-54"	No. 811	No. 800
Cuff	No. 800	No. 800
Collar and Cuff	No. 811	No. 800
Cuff and Gussets	No. 811	No. 800
Yoke	No. 800	No. 800
Single Sleeve	No. 800	No. 800
Double Sleeve	No. 811	No. 800
Double Sleeve Form	No. 800	No. 800
Collar Press	No. 800	No. 800
Body	No. 811	No. 800
Bosom	No. 811	No. 800
Steam Iron	No. 800	No. 800
Curtain and Blanket Dryers		
Horizontal	No. 811	No. 800
Vertical—		
2 draw	No. 811	No. 800
3 draw	No. 812	No. 811
4 draw	No. 813	No. 812
Mitchell and Napkin Ironer	No. 811	No. 800
Hose Form	No. 800	No. 800

Dry Tumblers

Open End Type

Size	Speed Service	Ordinary Service
36" x 18" 36" x 24" 36" x 30"	No. 811 or 211 on each coil	No. 800 on each coil

Side Loading Type

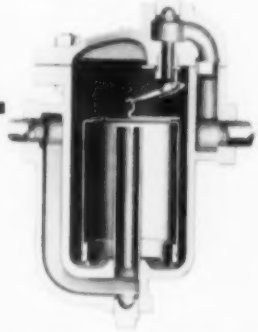
36" x 48" 42" x 40" 42" x 60"	No. 813 or 213	No. 812 or 212
42" x 90"	No. 211	No. 213 or 813
42" x 120" 46" x 120"	No. 216	No. 215

UNIT TRAPPING CUTS COSTS

Dry Rooms

Length of Dry Room Pipe Coils that can be drained with Armstrong traps at steam pressure from 70 to 110 lbs.

Pipe Dia	1"	1¼"	1½"	2"
No. 800	400'	240'	170'	105'
No. 211-811	500'	335'	235'	145'
No. 212-812	1000'	600'	425'	260'
No. 213-813	2000'	1200'	850'	520'



Armstrong low and medium pressure traps, recommended in the adjoining columns, have only two moving parts. All working parts are stainless or chrome steel. These mechanisms are identical in design, workmanship and materials to Armstrong forged steel traps used for 900 degree and 900 lb. pressure service. At 100-125 lbs. pressure they will work for many years with an absolute minimum of attention.

The 880-883 series traps are identical to the 800, 811, 812 and 813 Armstrong traps but have built-in strainers. These traps cost less than traps and separate strainers; save on installation costs too.

FOR COMPLETE DETAILS

Send for Bulletin 233 . . . . . trap sizes, dimensions and prices plus recommended sizes for flatwork ironers and water heaters are listed. Send today without obligation.

Armstrong Machine Works
8503 Maple Street, Three Rivers, Michigan

Armstrong traps may be obtained through your local Armstrong Factory Representative, jobber or laundry and dry cleaning supply house. Order yours today.

no matter which method you use for spot removal...

the

R.S.R

process

is the most dependable

FOR TURNING OUT BETTER WORK WITH GREATEST SAVINGS IN SPOTTING COSTS

FOR RESTORING FABRIC FINISH TO THE GARMENTS YOU CLEAN

Two Superior, High Quality Products That Are Building Sales Volume And Good Will From Coast to Coast.

DRYCON
CONCENTRATED DRY SIZING
SACON
WATER SOLUBLE SIZING

The manufacturing facilities, the laboratory skills, the integrity of the house...stand behind all products of Wallerstein Research

WALLERSTEIN COMPANY, INC. 180 Madison Avenue, New York 16, N. Y.

BUSINESS BUILDERS

Hand Signs Promote Fur Storage Sideline

A series of five signs in the call offices of the Parisian One Hour Cleaners in Salem, Massachusetts, makes use of familiar hand signals in promoting the plant's new fur storage vault.

Upon entering the plant the customer's eyes are immediately drawn to the attractive and brightly colored signs on the call-office wall.

A deep color of red in a black background, the hands denote four words, "stop," "remember," "your" and "OK." Protection against fire, moths, heat and theft are promised. The center sign describes the fur storage vaults as safe and modern and assures Parisian's customers that their furs will be given extreme care.

Lollipop Box Scores With Youngsters

Installation of a lollipop box at Parisian One Hour Cleansers in Salem, Massachusetts, has made quite a hit with the small fry.

Whenever a Parisian customer picks up or drops off garments, children with them may dig down into the small white box and help themselves to the flavor of their choice. The box is fastened to the call-office counter at a height that is most convenient for the kiddies.

The lollipop box is white and, in script across the front, reads, "Lollipops for good little boys and girls." Wooden facsimiles of lollipops adorn the sides and the removable top of the box.

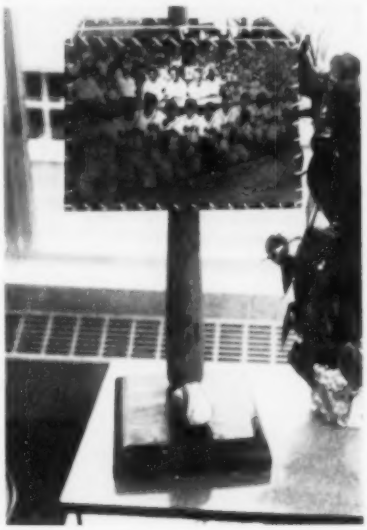
Of course the kiddies look forward to accompanying their parents to Parisian. Owner Ted Bowers feels the box has been a pleasant means of creating goodwill and keeping both parents and children happy.

Greeting Cards Serve a Purpose

Developing the art of direct mail to a degree where the recipients find it humorous and—in case of overdue accounts — painless, D. Hackerman Cleaners-Tailors, Pikesville, Maryland, reports good results with cards like the sample shown here (front cover).

Where a majority of direct-mail pieces received by the average person find their way into the wastebasket even before they're read, we'll wager that Hackerman's colorful and attractively cartooned cards are generally chuckled over and acted upon.

Call-Office Conversation Piece



An unusual and informative lamp brightens the call office of the Twin City Cleaners in Hingham, Massachusetts. The lamp tells a story and provides an extra touch of decor. It has also become a conversation piece of the Twin City customers.

When the father of owners Ralph and Russ Rose spent some time at the various Major League spring training camps in Florida, he picked up several broken bats and scuffed balls that were of no value to the ball clubs.

From these pieces of discarded equipment and some photos taken on the Florida scene, Mr. Rose made several lamps, one of which adorns the plant's call office. On the base of the lamp is an autographed ball. The stem of the lamp is the heavy end of the bat and the shade carries four pictures telling of action at the Florida camps.

Mr. Rose says that customers send strangers into the plant to take a look at the lamp and quite a bit of conversation has been made over the unusual item.

- *Spotting Boards*
- *Spotting Guns*
- *Finishing Boards*
- *Puff Sets*
- *Fabric Head Topper*
- *Triple Fabric Head Finisher*

- *Automatic Form Finisher*
- *Utility Dry Cleaning Press*
- *Mushroom Dry Cleaning Press*

Now

MANITOWOC

job-proved spotting and finishing equipment

for "Fashion Award" finishing

MANITOWOC PRESENTS.

fast . . . low cost.

UTILITY PRESS

MUSHROOM PRESS

DRY CLEANING PRESSES

- *Fast Up-Steam*
- *Free-Flow Vacuum*
- *Finger Tip Head Control*
- *Air Power Up and Down (No Springs)*
- *Smooth, Constant Steam Diffusion for Overall Finishing*
- *"Fabric-Safe" Top Plate Features Textured Surface*

Top-quality advantages like those Manitowoc provides in cleaning units are now available for your finishing department. In addition to all the outstanding features shown above, Manitowoc incorporates the famous Hydro-Check head control . . . allowing your operator to press garments without smashing them. Completely eliminates steam marks, puckering, shine and glaze. All features standard in the new Manitowoc 38″, 42″ and 45″ Utility Presses and Manitowoc Mushroom Press.

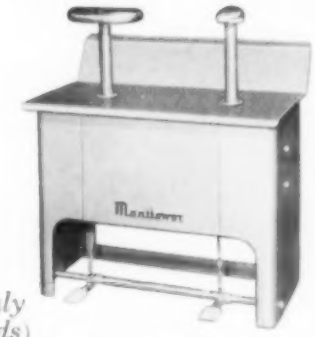
MANITOWOC *COMBINATION "PUFF-SETS"* . .

TRIPLE HEAD

- *Up-Steam (Heated Heads)*
- *Choice of Heads • Efficient Manitowoc "Super C" Values • Choice of 52″ or 38″ Table*

This compact unit has a versatile choice of puffer heads Egg, Shoulder, Mushroom, 14″ Straight Sleever and 22″ Curved Sleever. All heads are easily interchangeable, polished aluminum, with or without long-wearing nylon covers. Corner piece available to make up combinations of two or more units.

DOUBLE HEAD



- *Up-Steam only (Heated Heads)*
- *Manitowoc "Super C" Valves Throughout*
- *Polished Aluminum Puffer Heads*

A versatile unit, adaptable to many spots in your finishing department. Handles all Puffer Heads — Egg, Shoulder, Mushroom and Straight or Curved Sleever. Has 38″ table; rugged, long-life construction; famous Manitowoc quality.

. . a complete line of
. . quality finishing equipment

DELUXE TRIPLE FABRIC HEAD FINISHER

- *"Asbestol" Fabric Head*
- *Up-Steam and Vacuum on all Three Heated Heads*
- *Choice of Air or Steam Vacuum*
- *Manitowoc "Super C" Valves*

Faster, better quality finishing for all fabrics. Absolutely eliminates all shine, seam marks and flattening of pile without pulling or pounding. Highly polished aluminum heads with nylon covers are standard. Adjustable egg may be added as illustrated.

SUPER DELUXE FABRIC HEAD TOPPER

- *Up-Steam is Standard*
- *Choice of Steam or Air Vacuum*
- *"Asbestol" Fabric Head and Buck Cover*
- *Smooth, "Lamidol" Table Top*

Here's the most economical set-up for your topping operations especially desirable for sensitive synthetic material. Glass-smooth, rock-hard "Lamidol" table top is press treated to eliminate garment snagging. Top quality Manitowoc "Super C" Valves used throughout.

. . FOR VERSATILE LAYOUTS

- *Optional 15" Table*
- *With Flange for Press Table Mounting*

ADJUSTABLE SINGLE PUFFS

Extremely adaptable puffers for a variety of locations. May be combined with Manitowoc Triple Head and Double Head models or Fabric Head Toppers and Finishers. Polished aluminum heads, nylon covers available. Efficient Manitowoc "Super C" Valve. Produces a uniform, shineless finish every time.

AUTOMATIC STEAM-AIR FORM FINISHER

- *Easy, Automatic Operation*
- *Greater Versatility with Adjustable Air Control*
- *Pressure Type Blower*
- *Heavy Duty Construction Throughout*

Handles all types of garments quickly and easily without affecting high quality of work. Has shoulder size control, adjustable length front clamp, separate hip, waist and bottom size controls, back clamp, automatic steam-air pedal. Extremely complete range of adjustments permits finishing of all sizes and shapes of garments.

SPOTTING BOARD

UP-STEAM
OR
HEATED AIR

- *Stainless Steel Board*
- *Manitowoc Mono-Dual Valve for Wet or Dry Steam*
- *Steam or Air Vacuum*
- *Pin-Pointed Vacuum Control*

Here are all the fine features your operators need to produce the highest quality work. Largest or smallest areas can be spotted and dried easily. Manitowoc Mono-Dual Valve permits dry or wet steam spotting. Outlet port for condensate spray gun. Sturdy, long-life construction.

RAPID UP-STEAM POWERFUL VACUUM FINISHING BOARD

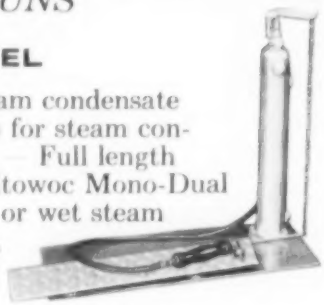
- *Eliminates Shine or Seam Impressions*
- *Steam or Air Vacuum*
- *Handy Stand for Pleating Trowels*
- *Includes Cover Set, Hand Pad and Trowel*

For faster, better quality finishing, your operator merely applies the up-steam, then uses the hand pad or pleating trowel to smooth the garment. Powerful vacuum action cures the material for a soft, but firm finish. Four full lengths of copper tubing in the board assure maximum heat. Cissell "Low-Boy" assembly optional.

SPOTTING GUNS

DELUXE MODEL

Complete with steam condensate chamber and ports for steam condensate spray gun — Full length foot pedal — Manitowoc Mono-Dual Valve permits dry or wet steam spotting — Tough, long-lasting hose.

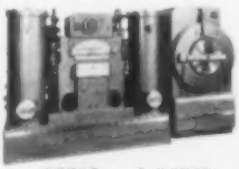


JUNIOR MODEL

Equipped for dry steam only — Efficient Manitowoc "Super C" valve — Sturdy, easy-action foot pedal — Rugged, reinforced hose and hand gun.

MANITOWOC
a complete line of dry cleaning equipment

PERCHLOR
2-Bath and Single Bath



105°F and 140°F
2-Bath and Single Bath

PERCHLOR
INDEPENDENT
TUMBLERS

MANITOWOC-
OLSON
TUBULAR
FILTERS

NO-SURGE-OVER
PERCHLOR
STILLS

105°F and 140°F
INDEPENDENT
TUMBLERS

MAIL THIS COUPON TODAY!

Manitowoc Engineering Corp., Dept. MRS— 2
Manitowoc, Wis.

Please send complete information on the following:

- ☐ Spotting and Finishing Equipment
- ☐ Perchlor Dry Cleaning Units
- ☐ Petroleum Dry Cleaning Units
- ☐ Tumblers ☐ Stills ☐ Filters

Name _____

Address _____

City _____ Zone _____ State _____

Manitowoc

A Complete Line of Synthetic and Petroleum DRY CLEANING SYSTEMS

Perchlor 140°F-105°F

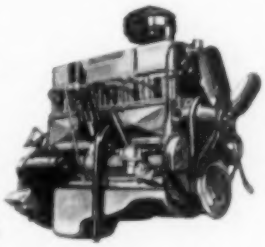
Tumblers Filters Stills Dry Cleaning Units

POWERFUL REASONS WHY A CHEVROLET STAYS ON THE JOB...SAVES ON THE JOB!

FAMOUS CHEVY 6

(America's most popular truck engine)

- Fuel-saving 8 to 1 compression ratio
- Low-maintenance valve-in-head design
- Two fuel filters for dependability
- Durable alloy steel exhaust valves
- High power-output ignition
- Economical by-pass cooling



Chevrolet trucks offer the world's most popular truck engines—big 6's, designed soundly yet simply to provide plenty of power at lowest cost and the ability to keep going in rugged service. Like all Chevrolet truck components, these engines put the accent on economy and dependability!

Chevy's the dollar saver *de luxe* of the American road, and many of the reasons why can be found beneath the Chevrolet truck hood. That's where you'll often find one of the great 6-cylinder powerplants that have pulled more payload more miles than any other engines in the history of hauling. They're honest-to-goodness *truck* engines, specially built to *stay* and *save* on the roughest and toughest of hauling jobs. Or, if you prefer a V8, the ones that hum beneath the Chevy hood are at the head of their class for fleet-going short-stroke V8 efficiency.

You'll find that a Chevrolet truck gives you *so much* to save with! Your Chevrolet dealer is waiting to fill you in on all the facts. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

Biggest sellers . . . because they're biggest savers! CHEVROLET

CHEVROLET TASK·FORCE 57 TRUCKS

Now, it costs less to end cleaning complaints

Honeywell's Electronic Humidity Control System gives you consistently *finer cleaning—cuts labor costs in pressing, spotting and washer operation*

To get consistently fine cleaning your solvent relative humidity *must* be matched to the needs of each clothes load. And now for the very first time, Honeywell's new Relative Humidity Control System gives you complete, accurate and immediate control of your solvent, plus visual indication.

You save labor costs because your presser and spotter spend less time on each garment—have fewer returns. *And the system is so easy to operate, your washer operator doesn't have to be an expert.*

The Honeywell Humidity Control System can be used with single bath, 2 bath or batch processing, in either synthetic or petroleum plants. No adapting machinery is needed.

Get full information on the Honeywell system. See your soap or washer manufacturer, call your local Honeywell office. Or write directly to Honeywell, Dept. ND-6-122, Minneapolis 8, Minnesota.

Actual relative humidity reading at a glance —with Honeywell's W404 Electronic Humidity Control Panel. Response of the W404 is immediate, too.

The W404, plus the two following outstanding controls make up the complete Honeywell Humidity Control System:

Gold Grid Humidity Control—reacts immediately to slightest humidity variation. Adds water the exact instant clothes need it.

Vapo-Lator—gives precise measure of water content of dry cleaning solvent mixture. Insures the correct metering of water into the washer.

You can now order your next washer already packaged with Honeywell's Humidity Control System.

Customers are more satisfied and so are you, because Honeywell's Humidity Control System means less spotting, wrinkling and shrinkage. Colors come brighter. There are fewer breaks . . . also less color bleeding and fabric piling.

And make your drying easier, safer, drier with HONEYWELL'S TUMBLTROL* Tumbler Temperature Control Panel

Reduces lint too! Now, with the Honeywell Tumbltrol all the operator needs to do is set two simple dials—one for time and one for the material—*then walk away and forget it.* The drying process will be automatically guided through its cycle to perfection, controlling the temperature for the exact interval of time you have selected. Honeywell controls are also available for stills and solvents. If you have Stoddard plants, ask about our pneumatic panels.

You can now order your next tumbler already packaged with TUMBLTROL—Tumbler Temperature Control Panel.

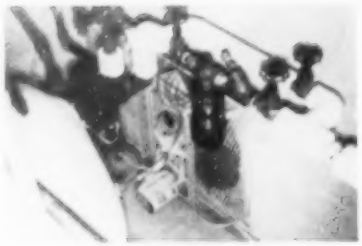
**trademark*

Honeywell

H HONEYWELL *First in Controls*

GADGETS and GIMMICKS

Safety Feature on Boiler-Room Fan



The interlock switch on the boiler-room door (left) permits the exhaust fan (right) to operate only when the door is open. This is typical of many features used at Arnos Cleaners in concord, New Hampshire, to keep insurance rates in line.

The boiler room fan keeps that area cool and also provides ventilation for the rest of the plant. The latter is accomplished by keeping the door ajar. But should the door accidently shut, the powerful fan could create a vacuum, exhaust the air in the boiler room and put out the fire. The switch takes care of that possibility.

Spotting Table Shield Serves Dual Purpose

An aluminum shield, framed and supported by aluminum tubing, keeps the spotting station floor much cleaner at Acme Laundry and Cleaners in El Paso, Texas. Constructed by the plant engineer, the 24-inch-high aluminum sheet sits just behind the spotting board and curves slightly around each end. The lower edge of the shield is about 8 inches below the level of the spotting board.

At each end of the affair upright lengths of aluminum tubing fasten to the floor with floor flanges to hold it at the desired height. Two legs of a little four-legged table beneath the work end of the spotter's table are welded to the back of the shield to give it needed support. The little table has a cloth top and one shelf about 6 inches off the floor to hold spotting supplies.

The shield prevents the build-up on the floor of chemicals and other residue from the spotter's use of the spray gun, and protects other garments and passersby in this busy area.

Bagging Operation Expedited

Here's how a production cost-conscious plant saves time and money. Morey-LaRue Laundry and Cleaners of Elizabeth, New Jersey, found that stapling or pinning invoices to garment bags added to supply costs. It also found that invoices often were torn from the bags, delaying customer service.

All this was overcome by the simple expedient of gluing the invoices to the bags. As the bagging operator takes the invoice from the garment she places it on the roller of the glue container at her left.

A quick motion lowers the bag over the garment. The operator then passes the invoice across the roller. The invoice is permanently secured to the bag. Pins and staples are no longer needed, nor are the invoices inadvertently removed, thus delaying deliveries.

Garment Inventory Reduced

Lack of space caused by holdovers has been a thorn in the side of many drycleaners. To encourage customers to pick up their garments on time and to discourage patrons from using their drycleaner's plant as a storage facility is the only way to regain some of that needed space.

Louis Arnos of Fashion Cleaners and Dyers, Albany, New York, has found one way to combat the problem. Because his plant is not an exceptionally large one and space was all-important, he posted a sign in the call office announcing an extra storage charge of 50 cents per month on all garments left over 30 days.

The sign explained that the plant needed the space and asked all customers to cooperate. Mr. Arnos has found that patrons learn through the sign of the space problem and are very willing to cooperate in relieving the problem. For those few who do not heed the poster, the extra charge makes up for the problem of storage.

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EDITORIALS

Economic Strangulation

Congressmen returned to Capitol Hill from the recent Easter recess with their ears burning. Voters have objected in no uncertain terms to the proposed $72 billion budget for the next Federal fiscal year.

Unless the budget is cut and certain economies effected there is little hope for any relief through a tax cut. And no less a person than Senator Harry Flood Byrd (Va.) predicts that the private enterprise system will not survive long continuance of the present rate of taxation.

As stated by the Chamber of Commerce of the United States, high taxes do most injury to persons who do not pay them. This comes about because high taxes discourage business development, reducing job opportunities. And when business does not expand, the Government loses potential revenue. This, in turn, means still higher taxes for everyone.

In our travels we have talked to scores of cleaners who are "coasting" with their present setup for this very reason. There is little incentive to grow (and create more jobs) because of stifling taxes. Even those who might be inclined to expand are unable to borrow the necessary risk capital.

The source of real risk capital has always been individuals, not bank loans. Why should anyone risk investing in a cleaning plant, especially a new one, if he is in the 50 to 60 percent tax bracket? Most people do not realize that the 50 percent tax rate goes into effect at the $16,000 level and from that point up to $200,000 the rates soar rapidly to 91 percent.

Expenses and taxes can be cut. The Hoover report, for example, pinpoints 24 places where savings over $1,100,000 can be made at once. This, without affecting a single essential project. Thousands of people have told their Congressmen how they feel about exorbitant budgets and taxes. Have you?

Summer approaches, and with it, increased automobile traffic. In the light of recent statistics, plant-owners and their route salesmen are urged to exercise extreme caution while driving.

Last year 40,000 Americans were killed on the highways. Last year 2,368,000 were injured. The greatest Killer of all took six percent more lives in 1955, while injuries rose 10 percent.

Human error is by far the biggest single cause of accidents. Of the fatal crashes last year, in over 96 percent of the cases the automobile was in apparently good condition. Clear, dry weather prevailed in more than 85 percent of these instances.

If this year's record is equal to that of 1956, one in 70 Americans will be a statistic . . . a pain-wracked survivor, or a name in an obituary column. The issue is one of human life, perhaps yours. Practice and preach sane driving.

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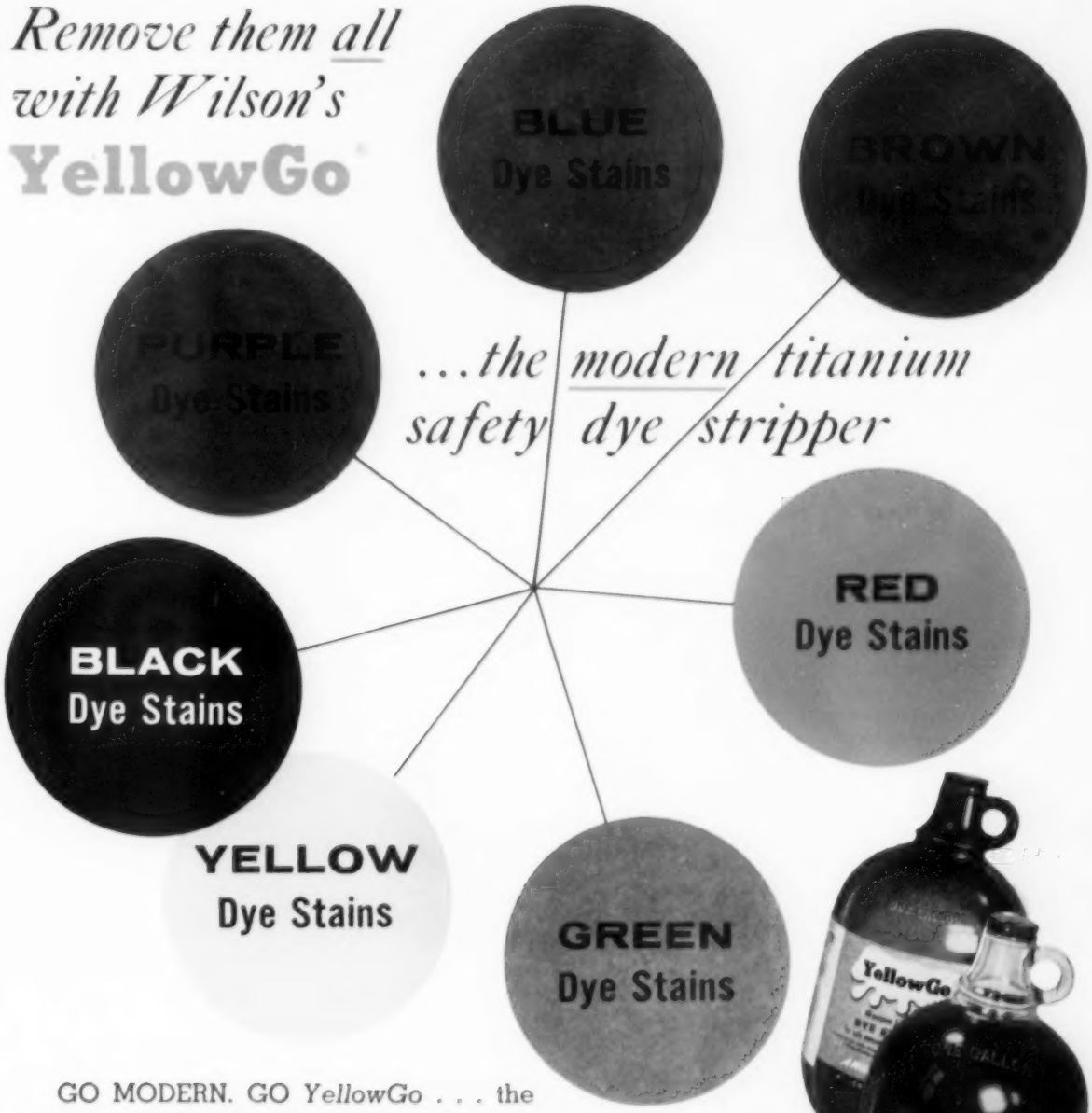

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YOUR GUIDE TO A PROFITABLE HOUSEHOLD DEPARTMENT

This first article of a series on household finishing will include tips on equipment and its maintenance. These basic principles apply, regardless of type of article being finished. Following this will be a job breakdown for finishing slipcovers and cushion covers. Subsequent issues will deal with proper finishing techniques for blankets, drapes, curtains and similar items.

By LAURA HERRMANN PORTERFIELD

PART ONE

How To Finish Slip and Pillow Covers

OF ALL THE ITEMS processed in a cleaning plant, few offer the profit potential of household pieces. But this depends upon three factors:

1. Proper finishing equipment, in good repair.
2. Trained finishers to produce quality work.
3. Adequate merchandising of this sideline service.

Equipment needed to finish households depends on the volume of work being processed. The majority of plants have no extra presses for this purpose. They utilize the equipment of their wool and silk departments. Where the daily work is done depends upon which department has the lighter load of regular garments, or the type of fabric involved in the household items.

For example, in the case of cotton slipcovers, the hot-head press in the silk unit can do the job. On other materials the larger areas of slipcovers can be handled on a regular utility press.

Regardless of department, the presses should be equipped with a water spray gun. This is essential to good finishing of households. Another important tool is the mushroom press or topper. It is ideal for finishing chair covers as well as pillow covers. Since the larger slipcovers would require more lays on the mushroom press, they are better processed on the utility.

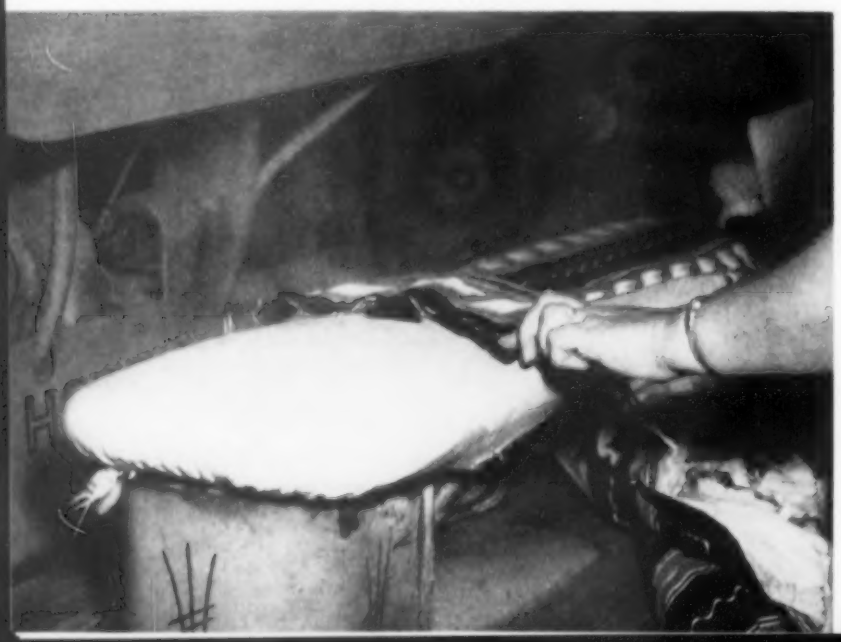
So far as puff irons are concerned, the shoulder, mushroom and the 14-inch sleeve puffer can be used to great advantage for the hard-to-get-at places. They are best used without covers when finishing households.

A steam or dry iron (with water spray attached to the front of the iron) is another necessity when finishing slipcovers. There are often small wrinkles that need the added moisture for removal. This water spray arrangement saves unnecessary motion on the part of the operator.

If a plant has sufficient volume a large table, approximately 3 by 6 feet or larger, is helpful. This should be covered and padded, the same as an ironing board.

When there is enough room and there is a bag sleever not in constant use, this sleever can be converted to a very effective household finishing tool. The regular bag is replaced with one shaped the size of a cushion cover. This makes it possible to steam, dry and completely finish the cushion covers in one operation. Directions for making this special form are described in the National Institute of Drycleaning Bulletin T-164.

FIG. 1. Left bottom of slipcover is placed on press with fasteners at front edge. Bulk of fabric is on table at rear of buck. Steam is applied and slipcover stretched if necessary. Press head is lowered to finish, then released and vacuum applied



Of course, the larger plants have separate departments for household finishing. These are equipped with the large drapery presses which certainly speed up production.

Important auxiliary equipment

As is the case with wearing apparel, household items are made in a multitude of fibers and fiber combinations. They might be cotton or in various synthetic blends including nylon, Dynel, metallic fibers and others.

Because of this, finishing temperatures—in safe ranges—are very important. Fortunately, manufacturers have marketed heat-reducing press plates which virtually eliminate glazing, fusing and other problems.

It is exceedingly difficult to identify these fabrics which are heat-sensitive unless the "burn test" is made. This involves the actual burning of a sample of the fiber with a match. Because of the blends encountered, it is necessary to test fibers from both the warp and woof of the fabric. Descriptions of fiber reactions to the burn test can be found in the annual Guidebook of NATIONAL CLEANER & DYER.

In any case, the newer plates will help to avoid costly claims.

Another factor is to make certain that steam pressure in the drycleaning finishing department is reduced to a maximum of 70 p.s.i. A simple pressure-reducing valve will take care of this.

Aside from operator proficiency, there are other points to consider. For example, it should become a routine function to check steam traps

FIG. 2. Finishing process continues on portion of fabric that covers back of chair or divan

FIG. 3. Right arm, seat, left arm of chair or divan cover are finished in same manner

FIG. 4. Fitted areas of slipcover not finished on press should be finished on puff iron

FIG. 5. Ruffles on slipcover should be finished on puff iron if fabric permits. Otherwise hand iron may be used, as here

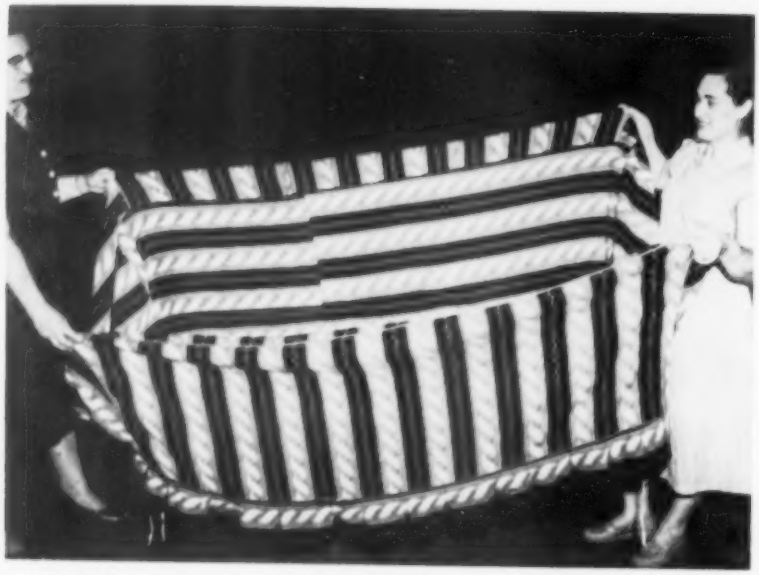


FIG. 6. To fold slipcover each operator first holds front edge of arm cover and upper back portion of cover, then brings points together, folding slipcover lengthwise

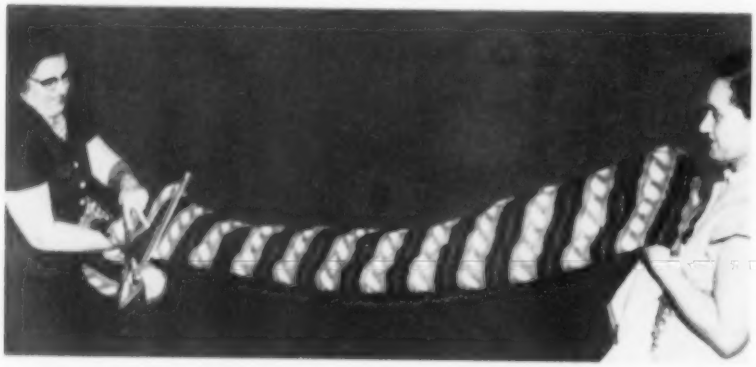


FIG. 7. Slipcover is folded again if necessary to fit width of hanger

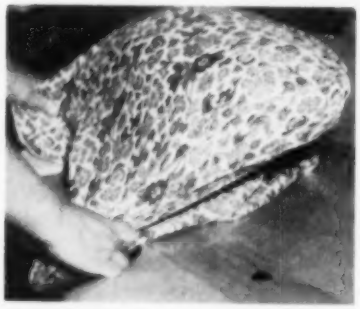
FIG. 8. Slipcover should be placed full length on hanger if possible

regularly to make certain they are in proper working order. If air-driven presses are used, each piece of equipment should have an air filter to pick up condensate and impurities. These should be drained daily, and certainly once a week at least. The compressor itself should have the same care. Similarly, the air vacuum needs attention.

It is important that there be no moisture leaks in the head of the press or in any of the valves. Further, the covers and the padding on the presses should be changed frequently. Once a week is recommended. Even with the new type pads, it is advisable to give them a weekly airing. Then the cover should still be changed weekly and kept clean.

Of course, the operator must have sufficient light in order to produce good work. Lighting engineers recommend at least 30 foot candles of illumination on the working plane. Local power companies are glad to check to see just how much light is present.

SNAP TAPES of pillow covers should be stretched during finishing process



CORNERS of pillow cover should be fitted on curve of mushroom press

TO FINISH PLEATS on slipcover steam is applied and pleats laid in place. Press head is lowered, released, then vacuum applied

If they find insufficient illumination, they can suggest the necessary changes to produce enough light.

Slipcover finishing

The rules for finishing households are somewhat contrary to those for finishing garments. For example, the large areas are done first on households. This is followed by the touch-ups on pleats and ruffles, if needed. Household articles do not wrinkle easily. The large areas do not become mussed while the handwork is done.

With this basic rule in mind, there are other steps and key points to follow when producing households. In the case of slipcovers, these points apply:

Continued on page 34

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DRY CLEANING SERVICE

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Continued from page 32

Job Breakdown

IMPORTANT STEPS and KEY POINTS

1. **Place left bottom of cover on press (Fig. 1).**
   a. Opening fasteners should be at front edge of press.
   b. This section should be the area below the left arm of the davenport or chair.
2. **Finish section by applying steam and vacuum (Fig. 1).**
   a. Place pleats in position, if they are at bottom of cover, by first steaming them.
   b. Apply water from spray gun if needed.
3. **Continue around bottom or skirt of cover (Fig. 2).**
   a. Bring article toward you.
   b. Be sure article is thoroughly dry.
   c. Finish until fastener at opposite side of opening is reached.
4. **Finish back section of cover.**
5. **Continue over top of chair.**
   a. When seat of cover is reached swing over to finish one arm of cover.
6. **Continue across arm, seat and other arm of cover (Fig. 3).**
7. **Remove from press and use puff irons if necessary (Fig. 4).**
   a. Areas that could not be reached on press can often be finished on the puff irons more easily than by hand irons.
   b. Have cover lying so that it does not have unnecessary wrinkles in it.
9. **Touch up ruffles, etc., with hand iron if necessary (Fig. 5).**

If there are ruffles on the skirt of the cover, these are best finished on the uncovered puff irons. The water spray gun is a handy tool here. Without the puff irons, the operator's job is more difficult and time-consuming.

Cushion covers are also speeded through finishing if a mushroom press is used. The special steam-air bag mentioned earlier does the job even faster.

Many efficient plants plan doing the household items the first thing in the morning, before the finishing departments are loaded with garments. They are able to sort out the work between the silk and wool units. The latter does the soft materials. The silk unit takes care of the cottons and chintzes. The work moves through smoothly—and profitably.

Packaging

In folding covers it is usually much easier to have two people, unless there is a large table on which to lay the article while folding it with the least possible folds to fit on a hanger. The large, heavy drape hanger is almost a necessity in the household department, especially for the heavier articles.

Folding should be done as soon as possible after the article is finished.

The covers should be checked for spots and soiled areas as well as any sewing that should be done to them while they are being finished. When the pressing is done the article should be ready to be hung on a hanger for checking out.

Job Breakdown

IMPORTANT STEPS and KEY POINTS

1. **Fold lengthwise from one arm cover to the other (Fig. 6).**
   a. Place hands so each person has hold of cover at front edge of arm cover and upper part of back of cover.
   b. Bring two points together, thus having fold down front edge of seat, alongside of fold at upper edge of back.
2. **Fold again in half if needed (Fig. 7).**
   a. Depending on the size of the cover and the width of the hanger.
   b. Use as few folds as possible.
3. **Place over hanger singly, if possible (Fig. 8).**

When proper tools are provided, and the operators trained right, all that remains is to let the public know that this lucrative household service is available. # #

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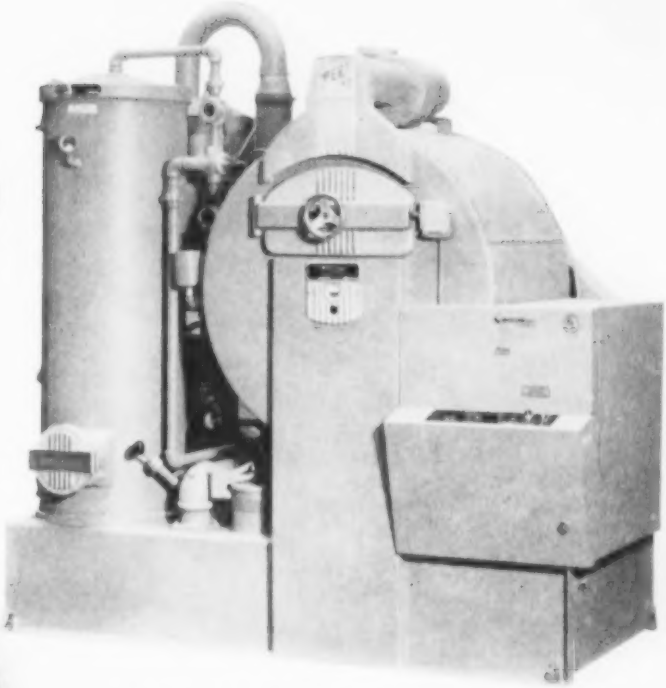

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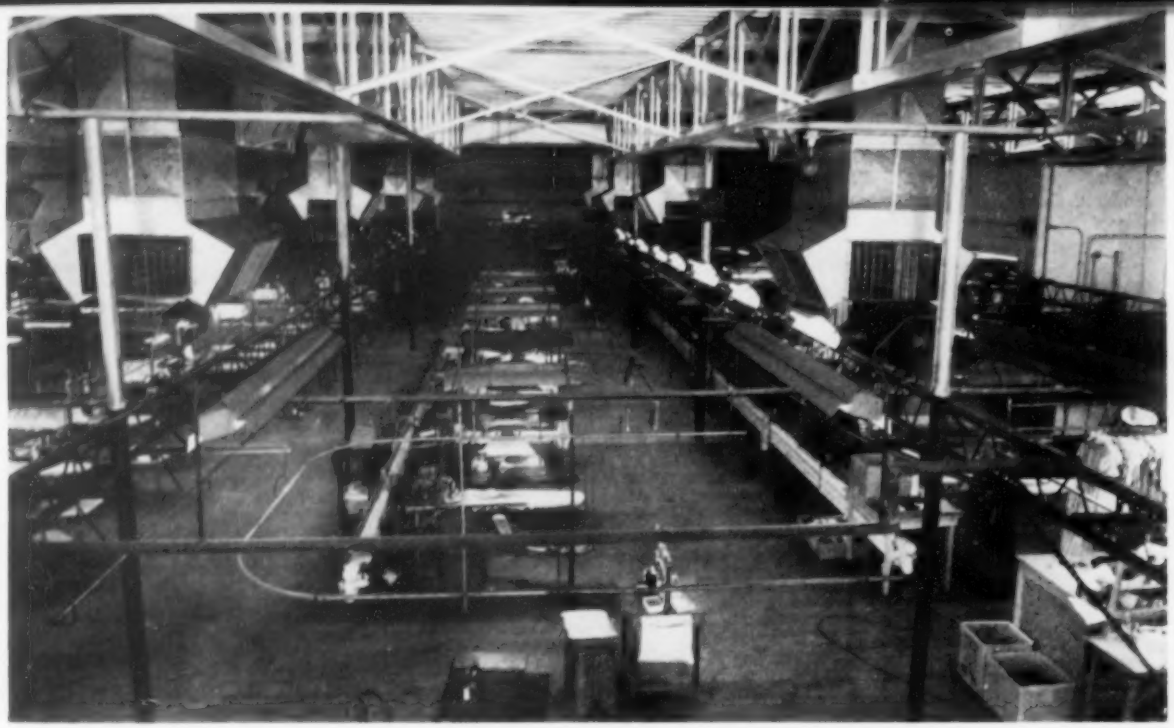


GARMENTS ARE FED to each unit from the rear. After processing they are placed on slickrails for each line of equipment, moved to bagging area

Big Changes Bring Big Savings

Improved layout increases output, cuts costs and betters employee morale

By HARRY YEATES

THEY SAY that in Texas when a man's Cadillac gets dirty, he doesn't have it washed; he throws it away and gets a new one. A similar action has just been taken by one progressive cleaning plant in that state in its finishing department.

Zenith Cleaners of Dallas, Texas, had volume far exceeding capacity. Regular service took five days, and it was a struggle to meet that schedule. The finishing area occupied a space 75 by 75 feet on the second floor of the plant. Conditions were bad with much crowding of the help as well as the garments.

Volume figures were around $800,000, with little possibility to improve on this under the old setup. More important, it was becoming difficult to maintain the volume because of the service factor. Also, important sidelines such as de luxe cleaning, households and leathers were suffering from the squeeze. The de luxe cleaning, known as "Orchid Service," had become too important to bypass. It amounts to 15 percent of the plant's revenue.

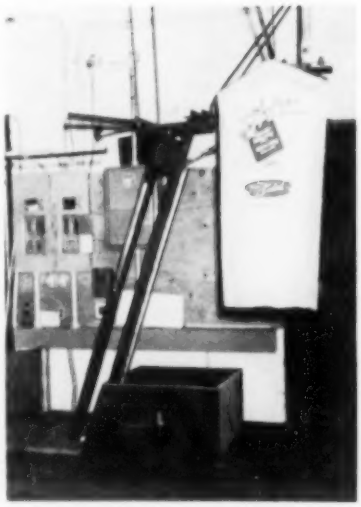
So, in true Texas style, owners T. E. Milholland and K. Bertucci decided upon a complete renovation of the finishing department. Their plans included the abandonment of the old room for finishing purposes. Instead, a second-floor finishing room was added to one section of the building. It measures 100 by 125 feet.

But the new department has more than just extra space. In addition, it has:

1. All new equipment, including air-driven presses.
2. Air conditioning.
3. Engineered layout and workflow.

The soundness of the move has already proved itself since the modernization was completed a few months ago. Production has jumped 30 per-

Continued on page 40



AFTER BAGGING garments are transported across room and dropped down chute to shipping department on main floor for delivery to customers

MYCEL

CONTROLLED *drycleaning*

employing the micelle principle

with ▸ Formula 886
▸ Electronic Conductivity Control
▸ Separate Purified Rinse

for perspiration removal without wrinkling

The MYCEL process is the only system of drycleaning capable of the near-elimination of wetcleaning with controlled safety. This is because the MYCEL process provides two constants which never before were attainable:

- Constant moisture level in solvent

Based on 3/10% of all solvent in charge system.

A research report released by a neutral source shows that 3/10% moisture in a 4% charge removes 66% more water-soluble soil than 8/100% moisture in a 1% charge. STREET'S CONDUCTIVITY CONTROL provides automatic introduction of moisture at intervals during each cleaning cycle so as to maintain a constant moisture level equal to 3/10% of solvent.

Result: *Near-elimination of wetcleaning.*

- Constant moisture absorption by fabrics

Based on 15% dry weight of rayon.

When the 3/10% moisture is solubilized by a 4% charge of STREET'S FORMULA 886, lipophilic micelles are formed which control the release of moisture. These micelles provide constant moisture absorption by fabrics equal to that which the same fabrics would absorb from atmosphere conditioned at 70-75% relative humidity

Result: *No wrinkling or other distortion of fabrics.*

N.I.D. FELLOWSHIP BULLETIN F-14 supplies graphs and tabulations which illustrate the dual control of 3/10% moisture level in solvent and the constant moisture absorption of fabrics equivalent to 70-75% R.H. Write to STREET'S for free copy of F-14 and for conference with a field technician highly trained in the MYCEL process.

R. R. STREET & CO. INC. 561 W. Monroe St. Chicago 6, U.S.A.

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United Machy. Corp.
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Allied Machy. & Serv. Corp.
Eastern 7-7040

BIRMINGHAM, ALA.
United Machy. Corp.
Birm 4-8631

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Hoffman Machy. Dist.
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Equipment, *I know...* *heck is* NICHOLSON?"

In Laundry, Dry Cleaning and Pressing Equipment, here's what the NICHOLSON name on HOFFMAN equipment means to you

EVER since the W. H. Nicholson Company acquired exclusive rights to production and distribution of Hoffman machines along with patents and trade names, some people in the trade have been asking, "Who is Nicholson?" and "What's going to happen to Hoffman equipment?"

Here are the straight answers!

Under Nicholson, Hoffman equipment is moving ahead! Nicholson is a leading manufacturer of steam traps, valves and specialty equipment, as well as metal partitions . . . distributed through offices in 98 principal cities.

For more than two years Nicholson has been producing all Hoffman equipment for the Laundry, Dry Cleaning and Pressing trades . . . originally chosen by Hoffman because of Nicholson's know-how, adaptability of manufacturing facilities, and 75 years of precision manufacturing experience. Nicholson understands your requirements and is fully equipped to provide you with the finest machines in the field.

The Nicholson sales and service organization is geared to your requirements . . . to keep your plant operating on time, all of the time.

. . . and here's what this means to you!

1. **New** equipment design and performance!
2. **New** prompt maintenance service!
3. **New** fast parts service!

A satisfied customer is our first interest

NICHOLSON

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Sales, service, parts . . . available from your nearest Nicholson Distributor

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W. H. NICHOLSON AND CO., General Sales Offices—12 Oregon Street, Wilkes-Barre, Pa.

AUXILIARY CLEANING UNIT handles de luxe service, which accounts for 15 percent of volume

Continued from page 36

cent. Operating costs have dropped 10 percent. The old five-day service has been stepped up to three days on the routes. Best of all, volume is growing. This is due, in part, to the sound planning of an advertising program (NATIONAL CLEANER & DYER, December 1955). The plant is now able to cash in on the impact made by that advertising, thanks to the expansion of its facilities.

Under the new setup the Orchid Service has been made into a separate cleaning plant, complete in itself. It is located in the new room but has its own cleaning and spotting department. The work flows from here to its own separate finishing department. Even the inspection, checking and bagging are handled apart from the regular work.

Cleaning for this service is done in a synthetic unit. Silk finishing units include three offset presses. Each operator has four puff irons, counting the sleeve puff. The wool department here has one unit of a steam-air finisher with a utility press. The next operator has a topper and legging press, plus puff irons. The sixth station utilizes a 42-inch utility press and puff irons. Also included in the department is an ironing board used primarily for pleating.

This section has its own cleaner and spotter. It does its own repairs and inspection, checking and bagging. Naturally, the most skilled employees work on the de luxe service. They are completely divorced from the handling of regular drycleaning.

The entire area of the new section is air-conditioned. There are 15 cooling units delivering a total of 180,000 cubic feet of air per minute. This is better than one complete change of air per minute. The entire area is flooded with the cooled air, rather than having the air directed to individual stations through ducts. Even on the hottest days the temperature is reduced as much as 15 degrees because of this installation. It has played no small part in the improved production and efficiency of the finishing department.

Advantages to employees

The modernization has brought about another employee benefit for better morale. A goodly portion of the old finishing room has been converted into an employees' lunchroom, a real advantage.

Here's another improvement. Fluorescent lights have been placed strategically above all work stations. These are dropped from the ceiling to a height of some 4 or 5 feet above the operator. This has been a real boost to improved quality of finishing.

All the latest ideas are incorporated into the finishing department for the regular work, too. The garments in this department are cleaned on the first floor of the plant. They are then brought upstairs, after deodorizing, by an elevator. Here the work is placed on a slickrail and is fed to the spotting department.

Two silk spotters and two wool spotters process the work. It is then passed by rail to the finishers. There are three lines of presses to handle the different types of work. One is used for men's wools, another for ladies' wool garments.

The third line handles the "silk" items. Here the work is categorized into four groups. Specifically, these are soft silks, hard silks, hand finishing, blouses.

Equipment in the first three cate-

CLEANING ROOM on main floor handles bulk of plant's $800,000 annual volume

Get off the SPOT with...

CALED'S Spray Spotter

Go Modern—Spot the Easy Way

WITH THE GREATEST LABOR-SAVER OF THEM ALL!

Use Caled's Spray Spotter and spray away wetcleans—spotting—rings. Spray Spotter does the work of old-fashioned, time-wasting methods of spotting—easier and faster . . . works equally well with all types of solvents . . . all charge systems . . . and all spotting tanks. No skill required—simply brush or spray. You'll like the way Caled's Spray Spotter helps you reduce handling, save time and speed work through all departments. No wrinkles . . . no color change. Just smooth, clean garments all ready for your finishers.

HERE'S HOW TO GET YOUR WORK OUT *FASTER AND EASIER!*

Just mix 1 gallon of Caled Spray Spotter into 4 gallons of water in any spraying tank. Spray this stock solution on dirty pants, sport shirts, dresses, skirts, rainwear—anything you would normally wetclean or hand spot. Throw them right back in the drycleaning wheel with your next dry soap run.

If you have no tank, brush Caled Spray Spotter over the soiled area and rinse out in the charge solvent.

Order your supply of Caled Spray Spotter from your jobber now!

CALED PRODUCTS CO., INC.
BRENTWOOD, MARYLAND

gories is essentially the same. It consists of offset presses with steam irons and four puff irons. The work is divided by supervision to best use the individual operators' skills.

The first three units in the ladies' wool line are identical. They have 42-inch air-driven presses, steam-air finishers and two puff irons. The next unit is the same, except for a mushroom press in lieu of the steam-air device. Following this is another utility press with a sleever. The latter two units have the double puff irons. Two steam boards, with puff irons, complete this section.

Unit finishing

In the men's wool department there are five units. Each has a topper and legger. Next come two coat units, with utility presses and steam-air finishers. Two separate stations handle men's shirts exclusively. These are equipped with utility presses, sleevers and puff irons. The operators share a mushroom press.

Both the ladies' wool and men's wool departments have their own seamstresses. Likewise, inspection, checking and bagging are handled separately.

In the old finishing room, garments were inspected on a lot basis. The new layout affords piece inspection at each finishing unit. A slickrail system and mechanical conveyor transport garments throughout the entire process in finishing. The workflow is set up to provide through-the-unit production. All garments are inspected, then placed on the conveyor which extends the length of the room.

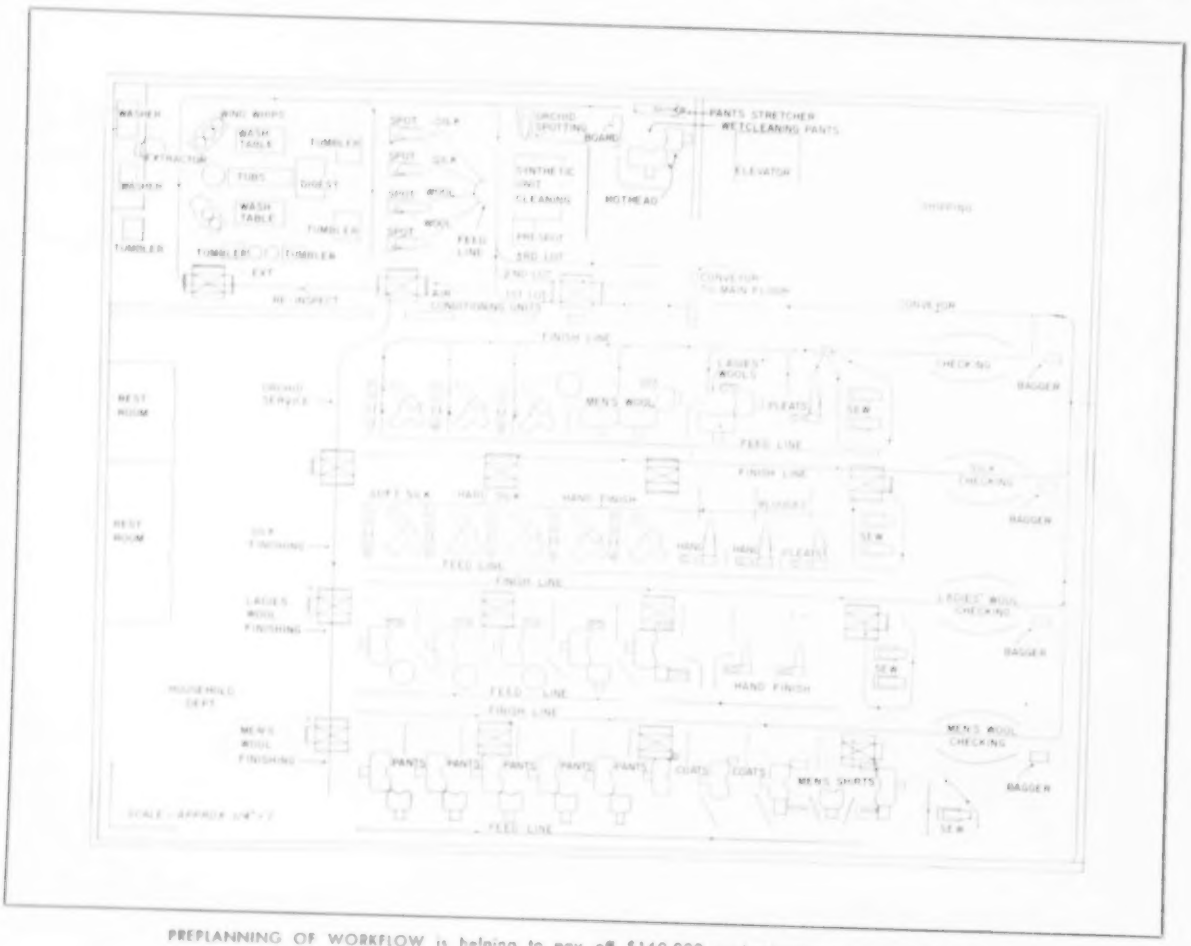
Completed work is transported to central check-out points for each line. Here the bagging is done for each department, too. At this point the work feeds on a single line to a chute which drops the work to the main floor, where the shipping department is located.

Lots getting larger

Regular work in the plant is processed on a lot system. The plant produces an average of 35 lots a week, not counting sideline services. Each lot weighs about 500 pounds. The new layout will enable management to boost these figures during peak seasons in the future. It is estimated that they will be able to handle at least 650-pound lots and still meet the improved production schedules. Present standards are set to produce a lot through the finishing department within one hour and 17 minutes.

There is a general superintendent in charge of the 81 finishers, including part-time help. Each inspector, from the four finishing lines, reports to him personally regarding quality of her respective line.

Admittedly, the size of this operation is larger than the average plant. The cost of modernization is far greater than that which confronts the smaller operator. But the basic principles apply. Smart management can be compared to riding a bicycle. Once it stops peddling, it can fall off the bike . . . or drop out of the business picture. These modern improvements and methods will help keep Zenith Cleaners at the head of the pack. # #



PREPLANNING OF WORKFLOW is helping to pay off $160,000 modernization program in jig time

UNSURPASSED SHIRT FINISHING

with these TWO NEW MOST WANTED FEATURES

ON THE 2 GIRL 3 PRESS

Glide-O-Matic®

SHIRT FINISHING UNIT BY

UNIPRESS®

TWO NEW GEMS on the UNIPRESS Glide-O-Matic 2 girl, 3 press shirt unit give you more shirts per hour with the finest quality finish available anywhere. *First* is the UNIPRESS Model MSA One Lay Double Sleever which automatically measures each sleeve length for perfect pressing every time. *Second* is the new yoke ironing feature of the BAS Cabinet Bosom and Body Press, which automatically presses the full yoke while operator is making lay on the bosom and body form. Add all the other outstanding UNIPRESS features and you have the most advanced shirt finishing unit on the market today. Your choice of seven beautiful decorator colors. See your Unipress distributor or write today for complete information. Remember, UNIPRESS LEADERSHIP PUTS YOU YEARS AHEAD.

FOR FINER FINISHING FASTER IT'S . . .

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Want to improve your quality?

Want to save at least 25% on your soap cost?

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USE WATER WHITE

TRIPLE-X

DRI-SHEEN

THE USE OF TRIPLE-X XXX DRI-SHEEN

the charge soap that is *not removed* by sweetener powders or Activated Carbon, will make these savings for you and at the same time *guarantee* improved quality! These things are achieved by controlling the condition of your solvent—no more contamination in your charge.

Make Adco prove these things to you in *your* plant at *Adco's expense.*

One of our 56 trained drycleaning technicians will call and make an appointment with you to demonstrate Triple-X Dri-Sheen—in 1%, 2% without rinse, or in the 4% charge. No new equipment needed. No time lost and

Adco guarantees:

1- *Faster movement of garments through plant.*

2- *Better quality.*

3- *Less cost.*

Triple-X Dri-Sheen works perfectly in *all* types of conductivity and humidity controls.

Make us prove it at our expense. To contact the Adco technician nearest you, call today to:

Adco, INC., SEDALIA, MO., U.S.A.

Manufacturing Chemists since 1908

THOUSANDS OF TIES come into the plant each week. Because 98 percent of materials handled are silk, special care must be taken

Can Tie Cleaning Alone Be Profitable?

Promotion plays big role in developing unique service

By RICHARD VINOCUR

THE STORY of a drycleaner having a volume of 50,000 to 60,000 ties a week would sound like a fairy tale to some. But to Stuart Bart and Allen Bennett, partners in Tiecrafters Inc., it would be the realization of their long-range plans.

Tiecrafters, an organization founded in 1952, is a specialty service devoted entirely to the cleaning of ties. The idea is that a fine tie is an investment in good grooming. Tiecrafters feels that people who own expensive ties will not hesitate to pay higher prices for a quality job. Thus, one of the most interesting features of the operation is the price of the tie cleaning job. As an introductory offer each tie was done for 50 cents, but the price is now 65 cents for local orders and 75 cents for mail-order business.

This specialty service has no magic formula for success in making an old tie look like new. It's by taking extra measures, giving more time and handling each tie with kid gloves that Tiecrafters can rebuild a tie the way a felt hat manufacturer rebuilds a hat. By providing a quality service, this operation can now say that it cleans more ties than anyone else in the world.

Of course, many promotional and advertising expenditures had to be made so that people could become acquainted with this relatively new service. But before this could be done, the owners had to prove that they could give an extra special cleaning job.

The idea of such a plant was born when Mr. Bart, himself an owner of over 750 ties, was dissatisfied with local drycleaning services and felt that a good tie cleaning operation was greatly needed. He then sent Mr. Bennett, who had a drycleaning plant at the time, a handful of ties with instructions on how to clean them. The ties turned out better than ever before, as a result of the special handling, and it was found that a good job could be done.

The men put their heads together and decided to open what is now Tiecrafters. At first the volume was meager and Mr. Bennett was able to handle the full operation from marking to packaging.

As the volume grows, the plant grows, and Mr. Bennett, now with six employees under him, finds the business 16 times what it was during the first year. In fact, growth has been so rapid that a change of location has occurred three times in the five years of operation. The newest move, to Queens Village, Long Island, has just been completed and new promotional plans have also been made.

But just what makes Tiecrafters' service so unique? Let's follow a group of ties through the plant and see.

First of all, a customer may get

For Proven RELIABILITY Insist On *Adjusta-Form*

The Form Finisher That's Been Proven Dependable Over The Years!

It's Best Because It Offers Simple Design — Simple Operation.

What Could Be Simpler Than *ADJUSTA-FORM Step-O-Matic?* Precision Control lets operator work and move easily and naturally. There is no reaching or stopping to read and set dials. Operator's hands are free. Just step for steam and it is measured precisely and automatically. Then automatically the air comes on and the garment's finished, always perfectly timed, always perfectly steamed, perfectly dried. What's more with Adjusta-Form, garments can be steamed or dried manually whenever desired.

Compare Adjusta-Form's Quality Features and Construction.

Ventilated, Insulated Adjustable Shoulder Design eliminates condensate. Provides a better shoulder finish on any garment or material.

10-inch Jet Steam Diffuser gives maximum steam coverage throughout bag—released over entire bottom half of bag—not just in small elevated valve area. Assures beautiful finish on all long garments.

Soft Cushioned Front Clamp leaves less impression. Allows better steam penetration, more pass ups.

Step-O-Matic Foot Control leaves operator's hand free for garment adjustments.

Step-O-Matic Precision Timer always predetermines steam time precisely. No decisions to be made by operator. Unvarying production quality is assured.

Long Life Bronze Bearing—gives easy, lasting revolving action.

Adjusta-Form Reliability Costs No More—Write Today For Complete Details and Name Of Your Nearest Adjusta-Form Jobber.

Today — it pays to compare Form Finishers. If you are to get fast production, you need the machine that lets the operator work rhythmically — without lost motion. If you want unvarying high quality finish work — check Adjusta-Form. It's the one form finisher that assures positive steam control for any size garment—regardless of the operator's experience or attention.

Wichita Precision Tool Co.,
450 N. Seneca, Dept. 10, Wichita, Kansas

☐ Please Forward Adjusta-Form Details, Prices and Jobber Name.

☐ I am interested in your "Pil-O-Bar Extra Profit Plan".

Company Name_____

By_____

Address_____

City_____ State_____

Left: TIES ARE OPENED and linings straightened on 10 percent of volume. Right: THREE SPOTTERS are kept busy giving each tie individual attention

free pickup service, he may drop his order off or he may mail it. A minimum order must include four ties if brought in by the customer or mailed. In Manhattan pickup service is provided for a minimum order of eight ties.

When the ties first come into the plant, all of one customer's ties are tied together at the neckbands with a string to which a marking tag is attached. No tie is ever pinned unless it must be separated from the group for a do-over. The group is then checked for damages. If a tie is damaged a customer release is needed before it can be processed. If the tie is torn or ripped it is sent back to the customer with a note explaining the situation.

The plant has one 10-pound washer and one 30-pound washer. Both have a combined capacity of nearly 500 ties, estimating 12 ties to the pound.

A washing cycle of one 5-minute rinse, one 10-minute filter run and another 5-minute rinse is used. The plant uses a synthetic solvent with a 1½ percent charge. A tie may be recleaned as many as three times, if necessary, because of the short cycle. From the washer the load is extracted and then sent to the spotting table. Once again, there is no limit to how long the tie may be worked on. From the spotting table the lot goes to one of three steam boards. Each work station also has a tie press.

Because silk and synthetic materials require lower pressing temperatures than wools or cottons, most of the finishing equipment has temperature controls. Each tie is handled as gently as possible.

Each tie has its edges softly rolled, its knot wrinkles removed, its neckband adjusted, its center point balanced so that the pattern is centered and finally its lining straightened. If necessary, ties are opened and linings are given special attention to keep them from bunching up. About 10 percent of all ties coming into the plant are opened up and restitched.

Any tie that is faded or has suffered color bleeding has its original color and pattern restored. There is no limit on the amount of attention given to a single tie.

From the pressing department the ties move on a slickrail to the packaging department. Each tie is inspected for spots and possible breaks. Passups are then picked up by the wrapping department and again extreme care in handling is given to each piece. Ties in one order are draped over a cardboard conforming to the shape of the tie, are placed in tissue paper and then in a white-and-black crushproof box that bears the gold coat-of-arms of Tiecrafters on the top.

The carefully wrapped package is then mailed or delivered to the customer. Each tie entering the plant is insured against fire, theft, or loss and no charge is made on any tie not meeting with the customer's complete satisfaction. Under 3 percent of the ties submitted are returned as uncleanable.

Tiecrafters has been franchising local drycleaners to act as agents and take in ties for the main plant.

LARGE MAIL ORDER business requires crushproof boxes to withstand shipping hazards

Manufacturers cooperate

Another way of promoting the tie cleaning firm's service is to provide leading men's stores, department stores, haberdashers and tie designers throughout the country with leaflets and circulars. Of course, these manufacturers had to be assured of a quality job. After much persuasion and selling, Tiecrafters now possesses the backing of the top people in the neckwear field. A call to any tie dealer or manufacturer such as Dominique

the coat stayed home—

. . . the trousers were "cleaned" in *DIRTY* solvent!

Maybe it's happened to you. A customer sends just the trousers of a suit for cleaning. And when they come back, they look dingy compared to the coat that *wasn't* cleaned!

A customer has a right to complain when this happens—and he usually does. The reason it happens is simple. You're trying to clean with dirty solvent. In just one day's cleaning, bleeding dyes can build up to dangerous levels.

The cure is simple, too. Use DARCO® activated carbon to keep your solvent always clean. Daily use of DARCO DC, in the amount recommended for your system on the DARCO Dosage Chart, will remove bleeding dyes, fatty acids and odors *before* they get a chance to accumulate. And the DARCO treatment costs so little . . . just a fraction of a cent per garment.

DARCO DC steals less soap and solvent than other powders. It comes in easy-to-use 2-pound bags. Order today from your distributor!

TRY THE DARCO WHITENESS TEST

Run half of a clean piece of white cotton or rayon through your washer. Dry it, press and compare with the half you haven't cleaned. If the "cleaned" piece looks gray, your solvent is dirty.

Write for your copy of the new DARCO *Drycleaning Manual with the tear-out* "How-to-Use-it" *chart.*

DARCO

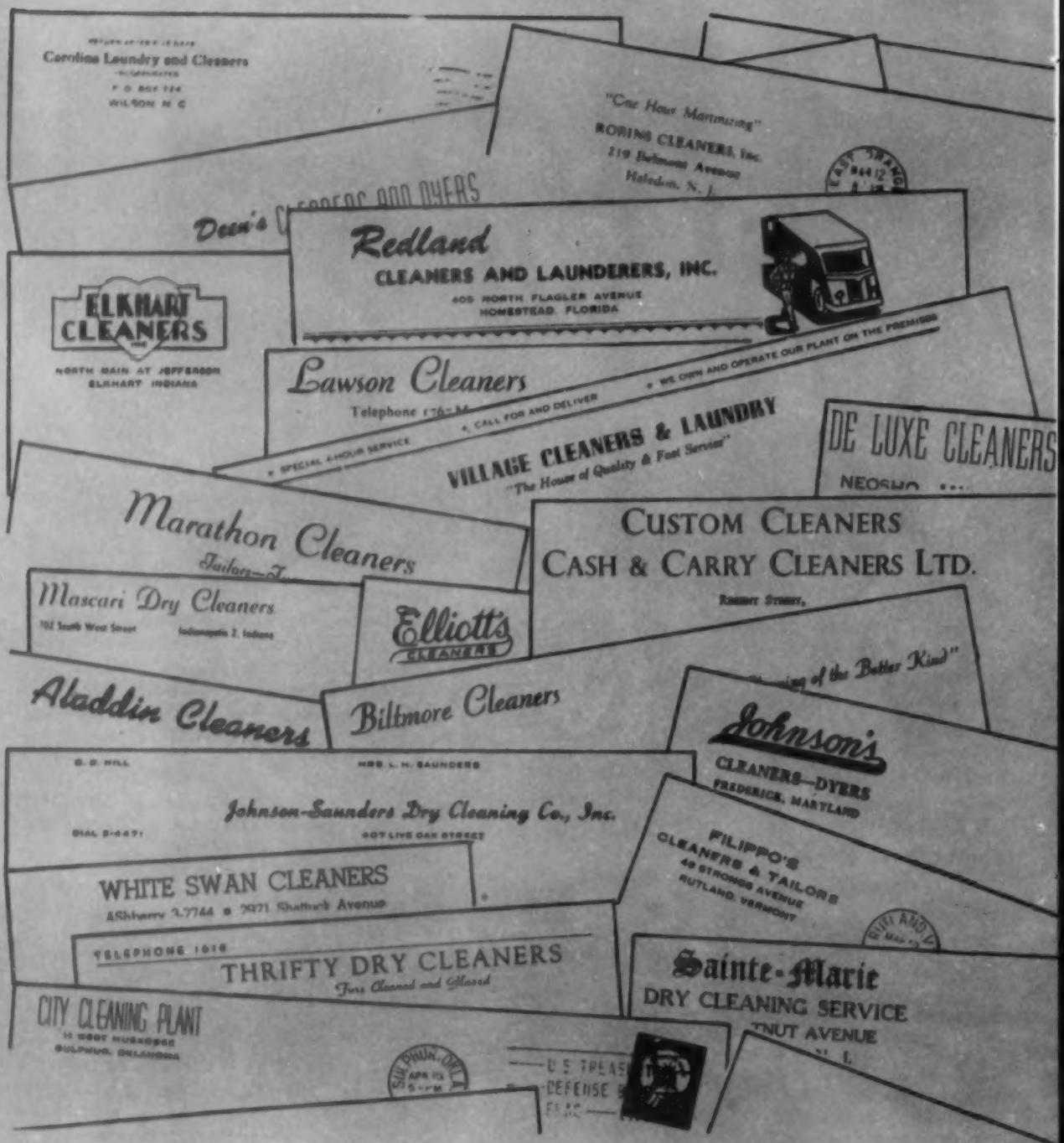
CHEMICALS DIVISION

ATLAS POWDER COMPANY

WILMINGTON 99, DELAWARE

Canada: Atlas Powder Company, Canada, Ltd. Brantford, Ontario, Canada

Yes....Drycleaners forced



us into . . . . the "BOOK BUSINESS"

Every mail we receive here at NATIONAL CLEANER & DYER delivers a flock of paid orders from drycleaners throughout the country.

They want authoritative answers to serious plant problems—and they know they'll get them in NATIONAL's wide variety of booklets and manuals.

Every one of NATIONAL's booklets and manuals has appeared first in the pages of the magazine. Through the years, drycleaners' regular monthly issues have brought them "how to do it" information on such important subjects as PLANT LAYOUT . . . CONSTRUCTION AND REMODELING . . . FABRIC FACTS . . . THE CHARGED SYSTEM ROUNDUP . . . and a wealth of others.

To meet drycleaners' urgent demands for extra copies of these "first in the field" features, NATIONAL reprints them in booklet form. Many subscribers call them the "textbooks" of the industry.

Yes, leading drycleaners forced us into the "book business." And they *keep* us in it by ordering and paying for literally thousands of booklets each year.

They're used to paying for the help they want. They pay for every issue of the magazine—the only national, specialized drycleaning magazine they *can* pay for.

If you're not already taking advantage of NATIONAL's reprints, better look into them today!

NATIONAL CLEANER & DYER

First in the Drycleaning Industry Since 1910

305 East 45th Street, New York 17, N. Y.

ORegon 9-4000 ABC/ABP

TIECRAFTERS PRINTS much free literature for distribution by authorized agents

France, Countess Mara, Bronzini or Saks Fifth Avenue would find these people both use and recommend the Tiecrafter service. These contacts create customer confidence in recommending Tiecrafters.

When the operation first started, much publicity was given to this different and rather original type of specialty service. After two years of business, *The New Yorker* magazine sent a reporter to the plant and a full page was devoted to Mr. Bart and the Tiecrafter cleaning service. Many columns of space in the New York local dailies also lauded the new tie service.

Mr. Bart, himself an advertising man, has much faith in advertising and boasts that Tiecrafters is the first type of specialty fabric cleaner to advertise nationally. He is constantly planning advertising programs in the pages of the leading class publications, such as *The New Yorker, the Wall St. Journal, the New York Times, Advertising Age, Playbill, Holiday, Town and Country, Vogue* and *Esquire*.

At present Tiecrafters' advertising budget runs to $16,000 and the owners anticipate raising the budget to $22,000 within the year. About 15 percent of this figure goes toward direct mail and circular material. Special publicity is also given every spring and fall when the plant runs a special 10 percent discount sale.

Much of Tiecrafters' literature is directed to telling the customer how to care for and preserve his favorite tie. If a tie is spotted or stained and cannot be properly cleaned, a note is sent back to the customer. It reads, "Sorry, but it isn't possible to remove the stains on this tie without injury to the fabric. A word of caution—never press over stains, as they are set into the fabric when heat and pressure are applied, making them, in most instances, impossible to remove."

Another piece of printed material is inserted in the packaging box when sent back to the customer with his finished ties. It reads: "Please hang these ties immediately!"

Three rules are given to keep the tie fresh looking:

1. Hold each tie at the neckband and shake gently.
2. Brush face of each tie with a clean handkerchief (short, quick strokes).
3. Hang on rack with plenty of air space.

Another of Mr. Bart's methods to denote high quality and add prestige to the service was to design a coat-of-arms for his product. The charge is a tie rampant, in a heart, with two lions rampant, supporting the escutcheon which has a crown over it. This emblem is printed on every piece of literature that is distributed.

Through this well-rounded type of promotion, advertising and consumer relations, Tiecrafters is rapidly becoming known for its unique service. If growth continues as it has, future plans call for the establishment of five more plants in different parts of the United States and Canada. In this way on-the-spot cleaning may present a greater degree of convenience to more customers. ∎ ∎

You can expect more from . . .

American

THE AMERICAN CLEANERS EQUIPMENT COMPANY

American's Planning Service adds value to every dollar you invest in dry cleaning equipment

A plan means a place for every piece of equipment.

A plan is a *living thing*, which takes into consideration the passage of time and your continuing growth. It is a *right now thing*, since new equipment must begin paying for itself immediately. It is a *far seeing thing*, making sure that new equipment can be smoothly integrated with future improvements.

American's Planning Service begins with your present, studies your past, and maps out your future. It consists of helpful suggestions based upon the experience of American's Man from the Factory. Carefully detailed drawings, worked out by an engineering team whose business is efficiency. Making the best use of your present equipment, thoughtful selection of new equipment whose basic design is drawn from over 89 years of experience.

A plan that works, that contributes to your success, that is most practical and economical for you, is another way you can expect more from American.

You can expect more from . . .

American

THE AMERICAN CLEANERS EQUIPMENT COMPANY

Division of the American Laundry Machinery Company, Cincinnati 12, Ohio

CONVENIENT LOCATION helps, but attractive store front and bright neon roof sign attract customers to Parisian

Self-Service Invades Bay State

New plant grows fast with automatic devices

By RICHARD VINOCUR

"DO-IT-YOURSELF" is the motto of the Parisian One Hour Cleansers in Salem, Massachusetts. A complete self-service operation, Parisian allows the customer to do everything except clean the clothes and ring up the sale.

The plant is still young, having opened its doors in October of 1956. It is located in a new shopping center owned by a leading chain of supermarkets. When owner Ted Bowers heard of the plans to open the shopping center, he immediately put in his bid for a spot in the center. The shopping area is located at the junction of three Massachusetts towns—Salem, Swampscott and Marblehead. Nearby Lynn is only five minutes away.

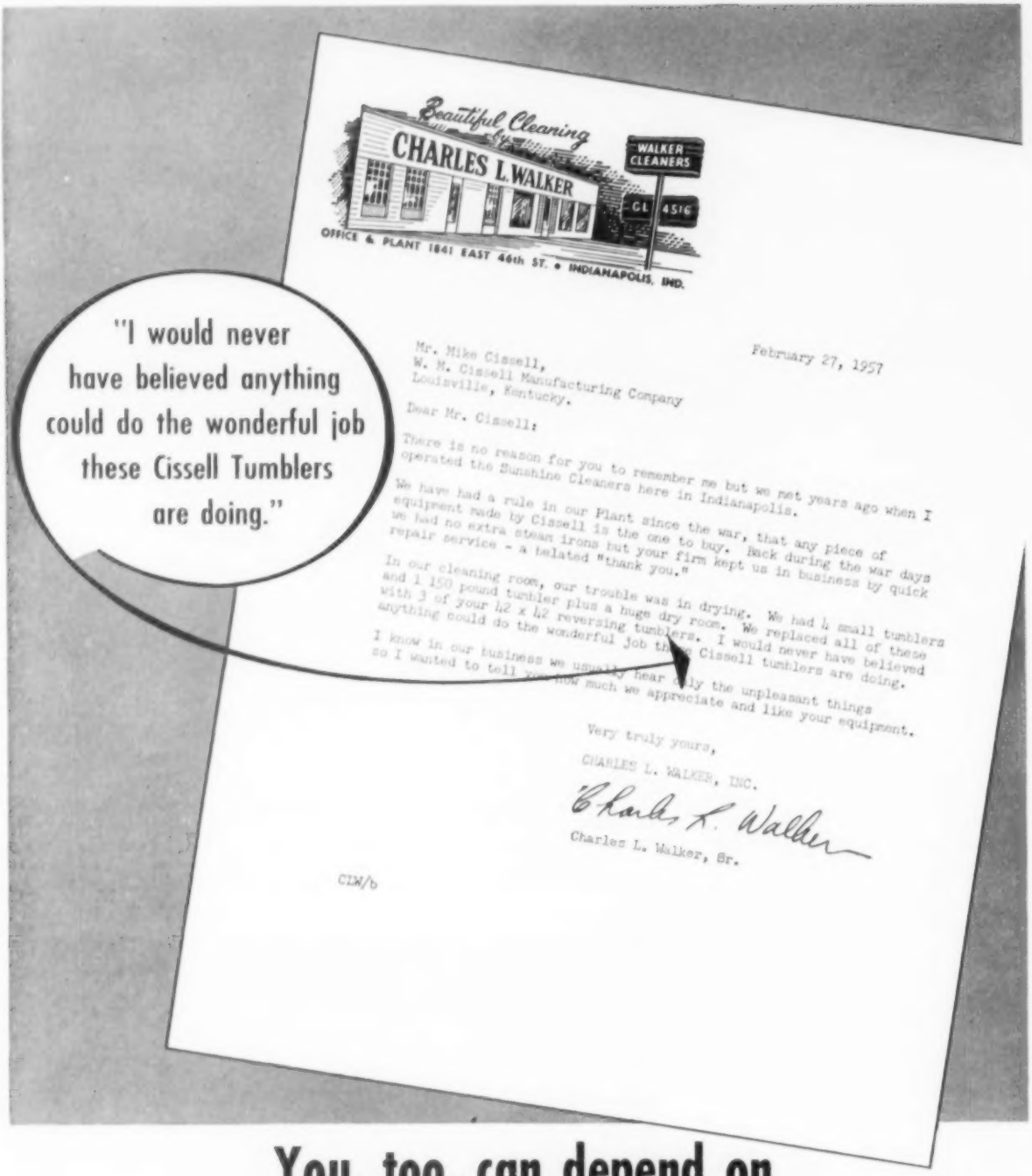
The area is fast building and a market research by the supermarket proved the location to hold excellent business opportunities. Ample parking area has also been a big attraction for customers to patronize the center.

When the plant was first opened, average weekly sales figures totaled $400 and Parisian hit the break-even point in December, only three months after its opening. After six months in business the volume has climbed steadily and consistently to its present $900 mark. The achievement of a $1,600-1,800 capacity volume seems to be not far off if the business continues to grow at its present rate.

Along with the convenience of the shopping center, Parisian boasts a modern plant layout that attracts customers. The plant is located away from the supermarket so that no parking conflicts may arise. The store front is neat and a good-looking neon sign on the roof advertises the quick one-hour service. The windows are uncluttered and the entire store front denotes an atmosphere of cleanliness.

When a customer enters the store he is greeted by two large signs, one giving instructions on bringing in gar-

SIGNS OVER counter invite customers in hurry to operate conveyors and get own bundles



You, too, can depend on

CISSELL

Consult Your Jobber

W. M. CISSELL MANUFACTURING COMPANY, INC. — LOUISVILLE 1, KENTUCKY

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles.

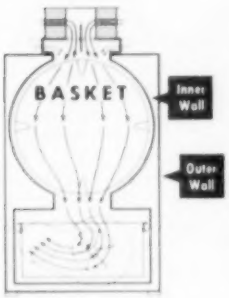
CISSELL DRYCLEANING TUMBLERS

Steam-Heated. Single Basket:
36" x 18", 36" x 30", 42" x 42"

BIG, HUSKY BEAUTIES

Modern in cabinet design. If you like, install them side by side, yet retain complete flexibility of all parts for simple maintenance. Here's EYE APPEAL TO CUSTOMERS . . . EVERY APPEAL TO OPERATORS . . . EVERY TUMBLER FEATURE YOU WANT AND NEED. Large volume of air for fast drying and complete deodorization . . . separate fan and basket motors . . . Cissell-built Gear Reducer for quiet, long-life operation . . . Static Steam Spray . . . Two-Way Fire Extinguisher . . . full-width lint drawer . . . Air Filters standard equipment on 42" x 42".

ALSO AVAILABLE: Cissell Gas-Fired or Steam-Heated Laundry Tumblers: Double Basket "Twin"; Single Basket 36" x 18", 36" x 30", 42" x 42".



DOUBLE WALLS
Add strength — keep heat in.

Nobody but Cissell makes a positive 8-Stage Heat Control

ELIMINATE TEMPERATURE GUESSWORK

Requires but a second to set or re-set. As selector knob is moved from hot to cold, or to any fixed intermediate STAGE, dampers below steam unit are rotated in stages from hot to cold. The result: you get hot air, or varying degrees of warm air, or cool air, according to setting. When loading tumbler, operator can quickly return selector knob, if necessary, to a setting at which a previous load was dryed. The temperature at this setting, for repeat operation, will be EXACTLY THE SAME AS IT WAS ORIGINALLY.

NO-SAG, NO-SNAG BASKET Designed to take the load without need of auxiliary supports. Shell is welded to solid end plates. Heavy metal ribs with a sturdy cast spider connect ribs and shell into a rigid assembly. Basket may be removed in less than one minute. Perforations in basket shell are extruded to provide a smooth surface that will not damage fabrics.

CISSELL

Consult Your Jobber

W. M. CISSELL MFG. CO., INC. — LOUISVILLE 1, KY.

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles.
Foreign Distributors write Export Dept.—Cable Code "CISSELL".

ments and the other telling how to pick up the finished clothing. Both signs state that if the customer is in a hurry he may operate the conveyor and get his own clothing. Following the first sign he fills out his invoice accordingly. He then dumps his garments, plus a duplicate invoice, in one of the bags located by the counter, then dumps the bag over the counter into a hamper.

At this point the drycleaner goes to work. After the work is processed, the garment is sent along conveyors to a polyethylene bag maker. The assembled and bagged order is sent with the invoice to the automatic conveyor. When the marker sees an open hook on the conveyor he marks the number of the hook on the invoice and places the garments on the conveyor. The invoice is then filed in a vertical rack.

When a customer comes to pick up his order he looks for his invoice in the rack, finds the number and sets the automatic control dial for that number. The conveyor moves along until the correct hook number comes to the counter front. A girl working on assembly and bagging in the front of the call office hears the conveyor moving and comes to the counter to ring the sale. The factor of automation saves the Parisian One Hour Cleansers employee hours of precious time and much movement.

Top: POLYETHYLENE BAGGED garments swing along on automatic conveyor to front of counter. Bottom: TED BOWERS DEMONSTRATES how customer picks up clothing by finding invoice number in vertical rack and setting automatic control dial which operates conveyor

No sacrifice of quality

Parisian's motto is "one hour on the hour every hour every day including Saturday." Because of this Parisian's operation is geared for speed, but it is also geared for quality. Quality is one of the best methods of keeping customers in a package plant. There are no routemen to keep track of customers and make sure they come back for more.

One Parisian quality step is to do all sewing on garments requiring repair work. Another is the prespotting procedure. Every garment entering the plant is inspected for prespotting. It affords a higher quality job and saves the time of inspecting garments twice. Since speed is all-important in a package plant, prespotting helps get the work out on time.

Business growing

When the plant opened three employees made up the staff. But its rapid growth necessitated employing three pressers, two girls for bagging, assembly and counter work, a man in the drycleaning department and a superintendent. The present staff more than doubles the beginning force. Parisian also has trained married neighbors to come in and help out in case of an emergency.

A basement of 3,200 square feet gives Parisian much storage space and room for additional pressing units if needed. A fur storage vault is also planned for the lower level.

After an opening "two for one" sale owner Bowers found that Parisian One Hour Cleansers was able to stand on name alone. Parisian's speed, quality and "do it yourself" ideas have become the talk of customers in the Salem area. # #

Cut Your biggest cost...

Finishing 20%

National Figures DIRECT COSTS	
Garment Identification	3%
Cleaning & Spotting	7%
Inspection	3%
Assembly	3%
Total:	36%

WITH

Topper-Matic

AUTOMATIC TROUSER TOPPING

WITH Push Button MAGIC

Every day more trousers are processed than any other single garment. With TOPPER-MATIC's automatic cycle, an operator finishes TWO trousers at the same time . . . substantially cutting the biggest cost in finishing.

The first pair of trousers are topped and laid on the adjacent press or legger. Place another pair on TOPPER-MATIC, close the pleat holders, press a button to start the automatic cycle. Turn to the adjacent press and crease the legs of the pair of trousers previously topped.

SEE YOUR TOPPER-MATIC JOBBER FOR DETAILS

PATENTED

WITH A *Plus* ON QUALITY

Topping by steam and air eliminates press marks and shine on seams, pockets and fly. Steam preconditions legs for easier and better leg creasing on the adjacent press.

P AND H INDUSTRIES INC.

DORCHESTER HOUSE • DALLAS, TEXAS • TA 7-1014

PLANT WAS BUILT behind older call office which was set at angle for convenient parking. Production is in full view of patrons. Window streamers and signs indicate aggressive promotion efforts

New Plant Starts Off With a Bang

Planned promotion before the grand opening assures success

By HARRY YEATES

PRESELLING THE SERVICES of a new drycleaning plant boosted regular call-office volume 50 percent in one day at American Home Laundry and Drycleaners Inc., in Hammond, Indiana.

Previously all drycleaning had been farmed out. Many years ago, however, the plantowners purchased the property adjacent to their laundry plant and erected a drive-in call office. Often a customer would ask the plantowners, Sam Kupperman and Edwin Bruder, why they had constructed the building at such an unusual angle to the street. But foresight told them one day they would use the space in back of the call office for a new drycleaning plant. They wanted a plant that everyone could see from the street. Early in 1956 they decided the time had come to build their own plant.

Months before the new building was completed the plantowners began to formulate plans for an appropriate kick-off to their new venture. These included:

1. Bundle inserts to regular customers
2. Direct mail to potential customers
3. Newspaper advertisements
4. Route salesmen's contest
5. An open house after production began
6. Door prizes and giveaways

Bundle inserts

Announcements concerning the plant construction were distributed as bundle stuffers to regular customers. These were sent out a month before the building was finished. The plantowners prepared all advertising and printed material on their own duplicating machine. Copy in the promotional piece referred to the fact that the new installation was an addition to the plant. This was aimed at the customer who might be unaware that they had not previously been doing the work in their own plant.

Direct mail

A mailing piece announcing the opening of the new addition was sent to 4,000 laundry and drycleaning customers during the week preceding the grand opening. This was distributed as first-class mail in a sealed envelope. It offered route customers a special promotional cleaning price in effect the week before the plant officially opened. An entry blank was attached inviting the customer to sign up for valuable prizes awarded on the day of the open house.

This list was distributed to families serviced by the plant throughout a wide area. Route salesmen picked up these cards and brought them back from their weekly calls.

The merchandising campaign

DICALITE 7 CHASES STATIC RIGHT OUT OF THE WASHER!

And when Static goes, it takes **GRAYING, DULLED COLORS, DUSTING** *and* **LINTING** *problems along with it!*

DICALITE 7, the anti-static filter powder, gets rid of static by making the solvent conductive, right in the system — eliminates linting, stops dusting, graying, and keeps colors bright and clean.

DICALITE 7 is a top-grade diatomite filter powder, treated by a special process (exclusive with Dicalite) to let it lick static. It keeps your solvent sparkling clear, gives fast flowrates and faster rinsing, just like any high quality filter powder. And DICALITE 7 works just as well in charged-system cleaning — doesn't cut the charge!

On your next order, get the double-duty filter powder — DICALITE 7 — and let it take care of both solvent and static at the same time. If your supplier doesn't have DICALITE 7 when you call, he'll get it for you — fast!

DICALITE DIVISION
Great Lakes Carbon Corporation
612 South Flower Street
Los Angeles 17, California

Dependable GLC GREAT LAKES Dicalite® DIATOMACEOUS MATERIALS

COLOR PLAYS important part in plant's attractiveness. All equipment is painted orchid. Walls are turquoise and chamois, ceilings limed oak. Exposed steel frames are painted black

served several purposes. First, it brought business to the plant from its regular customers. Second, it attracted the attention of the general public to the forthcoming open house. It conveyed the impression of expansion rather than a new venture.

Newspaper advertising

A three-column advertisement concerning the direct-mail campaign was placed in the newspaper during the week before the plant opened. This cost $90. The plantowners then used one-half of a page in the newspaper on the night before the open house. This expenditure ran about $200.

PLANNED advertising before plant opening lured 3,000 families to open-house festivities. Hostesses directed crowds to white-uniformed attendants who explained various steps in the processing of the garments

Route salesmen's contest

The contest for the route salesmen lasted for one week before the date of the open house. A $30 prize consisting of a set of television tables was awarded to one man. A handicap was set up in relation to the proportion of each man's weekly volume from the three previous weeks. This was the basis for individual quotas which had to be met during that one week. With this handicap the man who had the greatest amount of cleaning specials was judged winner of the contest.

This contest was a big factor in raising the morale of the route salesmen. It gave them a comprehensive insight as to what the plantowners were trying to accomplish. The contest not only built more route business but made the men feel that they were really an important part of the celebration.

On the Friday before the day of the event another mailing piece was distributed door-to-door in the city of Hammond. An outside source was hired to handle this promotion. The second mailing was designed primarily to attract attention to the drive-in. No card attachment was used. This mailing offered a free giveaway in the call office to anyone who stopped at the plant on the day of the open house.

This type of merchandising, therefore, attracted the attention of the plant's regular customer by offering a special price in effect off the routes; and the mass distribution in the city took care of the free prizes at the drive-in. The newspaper announcements coordinated these sales campaigns into a unified promotion.

Costs

Costs for the affair ran around $2,000. This amount covered all facets of the open house. It included the routemen's contest, distribution of circulars in the city, newspaper advertising, refreshments, prizes and giveaways.

Door prizes

On the day of the open house bicycles, radios, electric frypans and other household articles were placed on display in the call office. Free glassware was distributed to everyone entering the call office. There were giveaways for the children, gimmicks for the adults, and refreshments were served throughout the day.

Continued on page 64

WASHEX
COMBINATION WASHER-EXTRACTOR

HERE'S WHY **WASHEX** INSISTS ON . . . . . .

OPEN POCKET

Combination Washer-Extractors

1

THOROUGH DEEP-ACTION CLEANING OF EACH GARMENT

WASHEX

In a Washex multiple-rib, open-pocket cylinder the garments tumble l-o-o-s-e-l-y in the solvent — up, down and around. The load opens up, fully exposing each garment to the flushing action of the solvent. This **Cyclonic Whirl Cleaning** in the open-pocket, non-obstructed cylinder is most thorough, yet so gentle.

SPLIT-POCKET

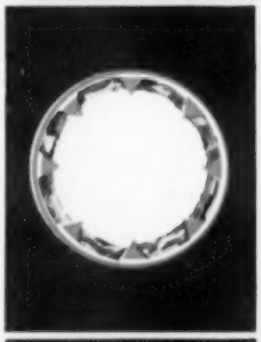
Garments confined in a split-pocket cylinder tend to bundle. They roll and slide in a lump . . . but never open up for full exposure to the solvent. Can a split-pocket tumbler be expected to do an effective drying job? . . . Well, it's the same in cleaning!

2

WRINKLE-FREE EXTRACTION

WASHEX

During the initial speed-up for extraction, the loose load is gradually distributed in a thin, even layer around the cylinder. High extraction speeds and extreme centrifugal forces are not needed to expel the solvent from a thin layer. Thus, the garments are not heavily compressed and wrinkled — requiring less effort in finishing.



SPLIT-POCKET

The action is different in a split-pocket cylinder. The load enters the extraction cycle bundled together, forming a thick layer in one corner of each compartment. Higher speeds are required to expel the solvent through a thick layer of compressed garments. Result — more creases, wrinkles and breaks.

3

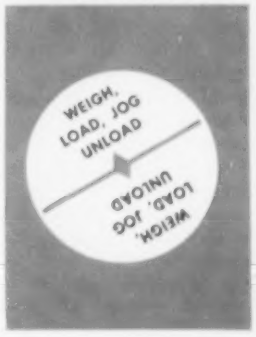
EASIEST AND FASTEST LOADING AND UNLOADING

WASHEX

It's so easy to load and unload an open-pocket, open-end machine. Simply open the shell door, remove the **entire** cleaned load, and place another load into the machine. Loading and unloading require less than a minute.

SPLIT-POCKET

A split-pocket machine requires much more effort: divide and accurately weigh the load portion for each pocket—open shell door—jog cylinder into position—open compartment door — remove load from pocket — place new load portion into pocket —close compartment door— jog cylinder to next compartment . . . and repeat the same chore for each pocket. A waste of labor and time!



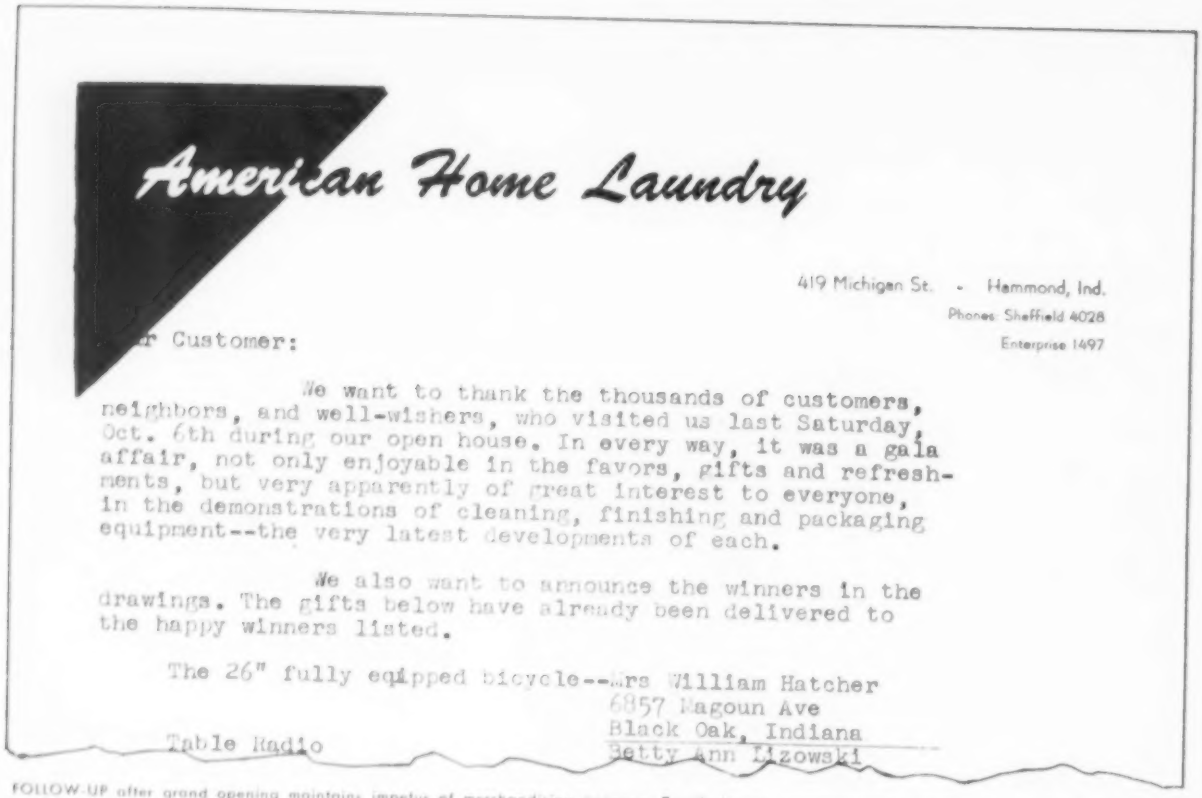
THERE'S MORE TO

WASHEX

Combination Washer-Extractors

WASHEX MACHINERY CORPORATION

192 BANKER STREET, BROOKLYN 22, N. Y.



American Home Laundry

419 Michigan St. - Hammond, Ind.
Phones: Sheffield 4028
Enterprise 1497

r Customer:

We want to thank the thousands of customers, neighbors, and well-wishers, who visited us last Saturday, Oct. 6th during our open house. In every way, it was a gala affair, not only enjoyable in the favors, gifts and refreshments, but very apparently of great interest to everyone, in the demonstrations of cleaning, finishing and packaging equipment--the very latest developments of each.

We also want to announce the winners in the drawings. The gifts below have already been delivered to the happy winners listed.

The 26" fully eqipped bicycle--Mrs William Hatcher
6857 Wagoun Ave
Black Oak, Indiana

Table Radio
Betty Ann Lizowski

FOLLOW-UP after grand opening maintains impetus of merchandising program. Bundle inserts, newspaper ads and direct mail all play important part in this continuing campaign

Continued from page 62

The plantowners hired a professional service to help them in the campaign. Ordinarily this organization plans the entire event at a package price. However, the partners didn't use all the facilities of this service to promote the open house. They bought window signs, pennants, glasses and decanters. The plantowners did supply the major prizes, distributed and printed their own mailing pieces and handled their own refreshments. All of these details could have been handled by the outside source if the plantowners hadn't been in a position to do it themselves.

On the day of the open house members of the local police force were on hand to direct motor traffic in and out of the drive-in during the day. Customers were met in the call office by two attractive girls in formals who showed people which way to go through the plant. Signs were on display in each department and the employees were working at their stations.

Both plantowners were present to guide the flow of traffic. They started the crowds through the cleaning department, to the finishing units and through the bagging operation.

A week after the open house, which attracted over 3,000 people, another direct-mail piece went out as a bundle stuffer. It listed the names of the winners in the prize drawings and offered a special price on coats cleaned throughout the month. This way the public didn't forget the plant and the mailing kept business thriving after the open-house celebration was over.

As part of a continuous effort to promote business, the plant runs a quarter-page newspaper advertisement every other week on some type of cleaning special. In addition, it distributes 2,500 to 3,000 bundle inserts every week. During the first two weeks of the month the bundle inserts promote the plant special in effect that month. The last two weeks of distribution cover institutional-type promotions such as cleaning processes. # #

PLANTOWNER Edwin Bruder demonstrated synthetic equipment to visitors. New plant has 5,000 square feet of space, employs 11 production workers and three counter girls, in addition to route salesmen

GOLDMAN BUILT for PRODUCTION for DURABILITY for YOU...

That's right! Goldman pressing machines are built to deliver more years of faster, better production at lower cost. And, they're built with the finest materials and workmanship to assure you of consistent, economic quality. Yes, Goldman press machines belong in your plant, naturally. Of course, every unit carries the respected Gold-Man written warranty.

WRITE FOR FULL INFORMATION AND THE NAME OF YOUR NEAREST DISTRIBUTOR

GOLDMAN PRESSING MACHINE CORP. 400 WEST BROADWAY, NEW YORK 12, N.Y.

GOLD MAN EASY PRESS

FOR QUALITY THAT SELLS, USE DEODORIZED APCO 125!

Quality workmanship is the only thing that will sell and hold discriminating drycleaning customers. If you would build your business on quality, Deodorized Apco 125 will help you do it. It's fast, thorough, permits low temperatures, and leaves NO odor! See your Stod-Sol distributor.

APCO
INDUSTRIAL NAPHTHAS

PRODUCERS • REFINERS

ANDERSON-PRICHARD *Oil Corporation*

OKLAHOMA CITY, OKLA.

BRANCH OFFICES IN ALL PRINCIPAL CITIES

THIS
simple Dialamatic control panel . . .

. . . DIALED
by your counter attendant . . .

. . . OPERATES this space-saving Detrex-B&G garment conveyor system which automatically . . .

. . . DELIVERS the customer's order right to your counter in seconds. It saves time, increases efficiency, improves customer relations, boosts profits. Write for details today!

DETREX CHEMICAL INDUSTRIES, INC.
BOX 501, DETROIT 32, MICHIGAN

DETREX CHEMICAL INDUSTRIES, INC.
Dept. JNC-70
Box 501, Detroit 32, Michigan
Please send immediately complete Dialamatic details

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

Flag Day Promotion Creates Goodwill

Public-spirited Plainfield Association draws community praise

By RICHARD VINOCUR

A FLAG DAY promotion can do a competent job of creating goodwill and exhibiting the public spirit of the local drycleaner, all at little expense.

Patriotic days grouped

Three national holidays crop up within the space of five weeks. And during this period it is proper and customary to display Old Glory. Memorial Day, May 30, Flag Day, June 14, and Independence Day, July 4, come close enough to gear promotion for all three holidays.

ENTIRE PROMOTION ran $37.50, cost of one ad, and was shared by 37 members

Program for entire industry

While individual plants have done free Flag Day flag cleaning for many years, this is the fourth year that drycleaners will participate in an industrywide program. The "New Glory for Old Glory" campaign is jointly sponsored by the National Institute of Drycleaning and the American Legion. State and regional drycleaners' associations throughout the country are backing the movement.

An excellent example of Flag Day promotion is offered by the Plainfield (N. J.) Area Cleaners, Launderers and Tailors Association, Inc. It conducted such a promotion in 1956 with such success that it is having another this year.

The promotion was very simple yet, with the help of the NID and the local newspapers in Plainfield, the members of the association benefited greatly.

In initiating the campaign the Plainfield group wrote to the NID asking for help in conducting such a promotion. They received red-white-and-blue posters to place in their windows. These posters signified that they were member stores in the community and would clean flags free of charge.

Local ads back NID promotion

The next step was to place an advertisement in the local newspaper. Although the price of the ad came out of the organization fund, it cost each of the 37 members about one dollar. The ad read, "If you own a flag . . . as a modest expression of patriotism the Plainfield Area Cleaners, Launderers and Tailors Association Inc. will cleanse your flag free with the hope that you will proudly display Old Glory."

The results were excellent. The newspaper ran an article praising the association for the public-spirited gesture and several letters of commendation from local citizens were also published.

Members cleaned a total of approximately 450 flags. Association President Gerald Schwartz felt that the promotion was well worth the effort in that it identified the cleaners as public-service outfits and not mere tradesmen. The promotion, Mr. Schwartz also noted, raised the prestige of the industry in the Plainfield area. # #

The Plainfield Area Drycleaners, Launderers and Tailors Association will be two years old this August. The organization was first started by a group of men who felt that such an association was needed to preserve and raise cleaning standards in that area.

Gerald Schwartz, president of the 37-member organization, says that cleaners in surrounding areas have shown much interest in the Plainfield group and are contemplating forming auxiliary organizations.

Since the association has been in existence the average price in the area has risen from $1.03 to $1.23.

To demonstrate the fact that the members are public-spirited members of their community, the group conducted the Flag Day promotion, offered route trucks if needed for civil defense, and participated in the Hungarian relief drive.

Each member displays a plaque signifying his membership and operates on the association's three pledges:

1. **Maintain highest standards of hygiene and sanitation.**
2. **Continually improve quality of my service.**
3. **At all times to keep the trust my customers have placed in me.**

the swing is to shirts . . .

and cleaners show up to 33% MORE PROFIT* when they add shirt laundry service.

But — profitable shirt laundering requires know-how. You can gain this experience without paying for mistakes with—

H. KOHNSTAMM'S SHIRT WASHING FORMULA SERVICE

106 years of leadership in the laundry field say you're right! We'll show you a more successful, more profitable shirt service. You'll get the benefit of time-tested tips to save you time, money and trouble. We'll show you ways to boost profit. No need to settle for less than the best — when it costs no more. Write or phone today!

*Based on a survey by a leading dry-cleaning publication

A complete line of laundry and dry-cleaning supplies. Send for free booklet, "Better Way Washing Talks." Nation-wide service.

THE MOST HONORED NAME IN THE TEXTILE MAINTENANCE INDUSTRY

ESTABLISHED 1851

H. Kohnstamm & co., inc.

- NEW YORK 7, 89 PARK PLACE
- CHICAGO 11, 11-13 E. ILLINOIS ST.
- LOS ANGELES, (P.O. Address) 2632 E. 54 ST., HUNTINGTON PARK, CALIF.

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FOREMOST MANUFACTURER AND DISTRIBUTOR OF QUALITY LAUNDRY AND CLEANING SUPPLIES

New Pantex Perk-x-tractor

Mr. Lino Battiston,
Battiston Dry Cleaning Service, West Hartford, says:

"YOUR COOKER IS FANTASTIC!"

"Believe it or not, we are cooking a complete load in 45 minutes flat, at 3 pounds steam pressure and a minimum amount of water consumption for the condenser. We are now able to cook our perk muck any time of the day without reducing our boiler pressure in the least because of the very low steam pressure required which has been a tremendous help to us."

A Revolutionary Advance in Solvent Economy!

No cooker matches its results:

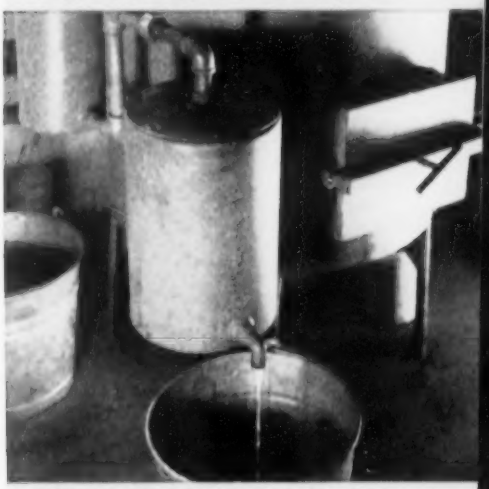
- ✔ A FULL LOAD COOKED IN 30 TO 60 MINUTES INSTEAD OF 4 TO 8 HOURS. DONE WITHOUT ATTENTION.
- ✔ SOLVENT COMES OUT FAST . . . IN A STREAM, NOT A TRICKLE . . . PROVING EFFICIENCY.
- ✔ RECOVERED SOLVENT IS CRYSTAL CLEAR, NOT CLOUDY.
- ✔ AS LITTLE AS 1 LB. STEAM PRESSURE REQUIRED . . . NO INTERFERENCE WITH OTHER STEAM NEEDS.
- ✔ COOKED SLUDGE IS LIGHT, CLEAN TO HANDLE, NEARLY BONE DRY.
- ✔ PERK-X-TRACTOR UNLOADS *ITSELF* . . . MECHANICALLY, AUTOMATICALLY. NO LABOR NEEDED.

No cooker matches its design:

Perk-x-tractor *agitates* the sludge, with a motor-driven paddle, while steam passes through it. Low pressure steam rises easily through the mass. Efficiency of solvent recovery is tremendously increased, because the constant stirring of the sludge permits a free flow of steam. The recovered solvent, extracted at low temperature, is crystal clear — and it comes out faster than you've ever seen it come from any cooker! When the job is done, you merely turn on the motor and the paddle automatically dumps the cooked sludge into a catch box. It comes out of the unloading door light and nearly bone dry . . . proof that the new Pantex Perk-x-tractor is without equal as a solvent saver!

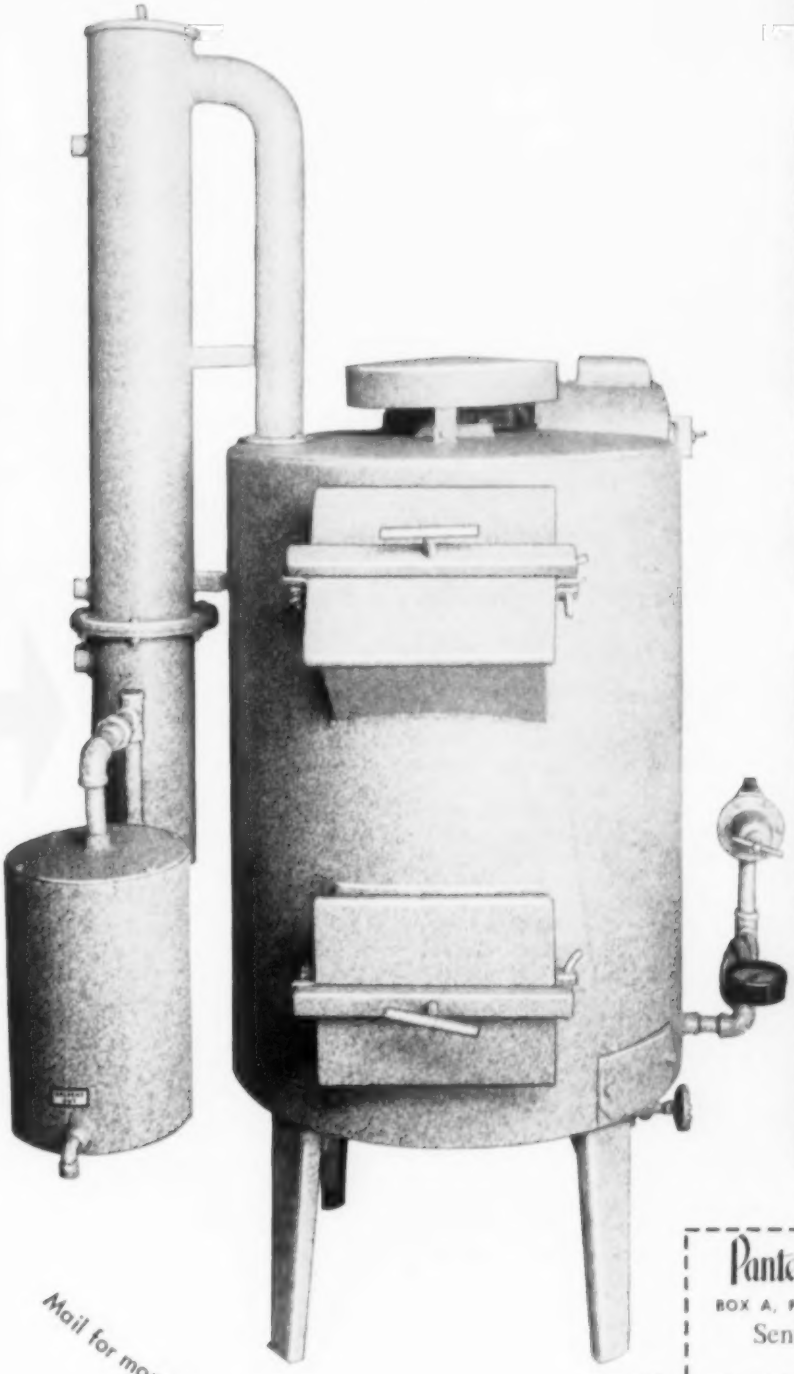
5 to 10 times Faster!

FAST, EASY LOADING. Uncooked sludge is loaded into upper door, designed to eliminate spills.



STREAM OF SOLVENT, instead of trickle, shows speed of recovery never before possible.

AMAZING SOLVENT-SAVING EFFICIENCY shown by bone-dry sludge—automatically ejected . . . no labor involved.



Mail for more information about the Pantex Perk-x-tractor

Pantex MANUFACTURING CORPORATION

BOX A, PAWTUCKET 6, R. I.

Send me details about the Perk-x-tractor

Name & Title _____

Firm _____

Street _____

City _____

LEAVING TRUCK to deliver garments, routeman locks and sets alarm mechanism. Alarm is unlocked only when he has his eye on truck

No More Truck Thefts

New plant installs alarm and eliminates pilferage

By RICHARD VINOCUR

LOSSES FROM THEFTS and pilferages of unprotected route trucks can slice a great chunk from the profit picture, whether you have one vehicle or twenty.

Both the large and small operator need protection against vandalism and insurance can't always foot the bill. In fact, more often than not insurance does not cover the full value of your losses.

In an attempt to doubly protect its route truck from pilferage, Orchid Cleaners, New York, N. Y., installed an alarm system to detect any tampering when the truck is necessarily left unattended.

Owner Leo Marlin had run into a big problem on thefts. When his routeman was attending apartment buildings in Manhattan, he often left his truck for 15 minutes at a time. During his absence from the vehicle, vandals were breaking into the truck and making off with garments. Within the space of one year Orchid's routeman experienced two daytime robberies and loss of garments totaled $1,500 for the two break-ins.

Mr. Marlin had insurance but he found that he was far from making up the loss incurred by the thefts. He then decided to contact an alarm system manufacturer and find out if something could be done to keep vandals away from the truck and, if possible, warn the routeman when someone tampered with it.

Prices sounded right and Mr. Marlin had the unit installed into the truck. Installation charges and cost of the alarm system ran $75. An annual sum of $33.30 is charged for services. However, Mr. Marlin found that his insurance costs were reduced by the installation of the alarm system and the service charge was more than paid for by the reduction of insurance rates. Therefore the entire cost of protecting the vehicle was the initial $75 installation charge.

The alarm was installed overnight and it did not require keeping the truck off the streets for any length of time. In fact, the next morning the truck was returned so that the routeman could handle his daily deliveries. The system is also checked, as to wiring and sound, twice a year with the same overnight service.

The burglar alarm is located near the front of the truck. It is a small tubular gadget that bellows with a nerve-racking, raspy noise when tampering with the truck occurs.

The system is set into action by the turn of a key in the lock situated on the side of the truck. When the driver has locked the doors of the vehicle and the alarm mechanism, the horn will blast when the doors are forced open. The Orchid driver leaves the system unlocked only when he is driving the truck.

As an added precaution the company installing the alarm provides four signs stating the fact that the truck is rigged with such an alarm system. The word "warning" is printed on the sign along with the phrase, "not under driver's control." Two signs are attached to either side of the back doors and one each on both sides of the truck. Mr. Marlin feels that these signs are as great a protection as the alarm itself, because the common vandal and pilferer is cautious about playing with an alarmed truck.

Orchid Cleaners installed the alarm two years ago. Since that time there has been no tampering with the truck and more peace of mind for the plant-owner. # #

this low cost solvent cooler

keeps customers and fattens profits

To keep your customers coming back, to get the "good word" passed around, to make every job a profit-job . . . *this low-cost Ross Solvent Cooler can work wonders for you!*

Small, compact and easy-to-hook up, it is one of the *simplest* ways to assure top cleaning quality . . . one of the *surest* ways to keep present customers sold and encourage new business. Solvent temperatures won't get out of hand to cause color bleeding, discoloration, difficult spot removal, shrinkage, relaxation, "felting", stubborn wrinkles, breaks, ruined sizing and dressings . . . wasteful evaporation, plugged filters, pressure troubles.

Protecting your time, your money and your reputation, this rugged, all copper-alloy unit is an insurance investment that can't be beat, for it *eliminates the risk.* You never need to worry about overheated solvents wiping out your profits with damaged garments, lost working hours . . . sickening fumes that sap the strength of your workers . . . disastrous fire and explosion. Ross Coolers keep solvents at the safest and best cleaning temperatures.

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SOLVENT COOLERS

ROSS HEAT EXCHANGER DIVISION, Box 2081, Buffalo 5, N. Y.
Rush literature and prices on your solvent cooler at no obligation to me.

Name _____ Title _____

Company _____

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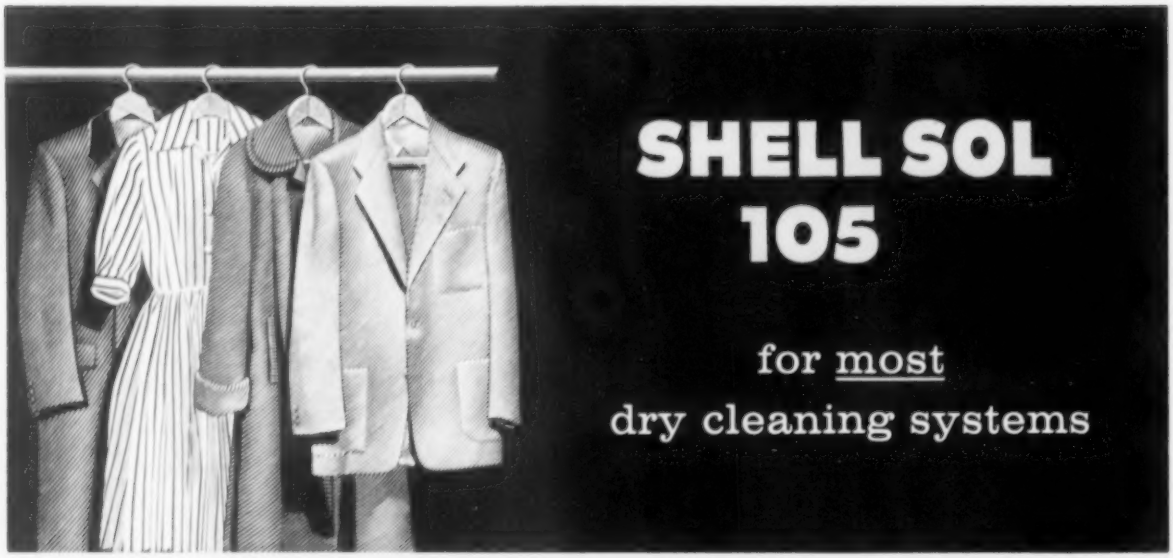
City _____ Zone _____ State _____

In Canada: American-Standard Products (Canada) Limited, Toronto 5, Ont.

Is residual odor your problem?



BOTH are approved and listed by the National Institute of Dry Cleaning and Underwriters Re-Examination Service

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SHELL

Prosperity®

"Sleeping Collar" brings you "Dream Profits"

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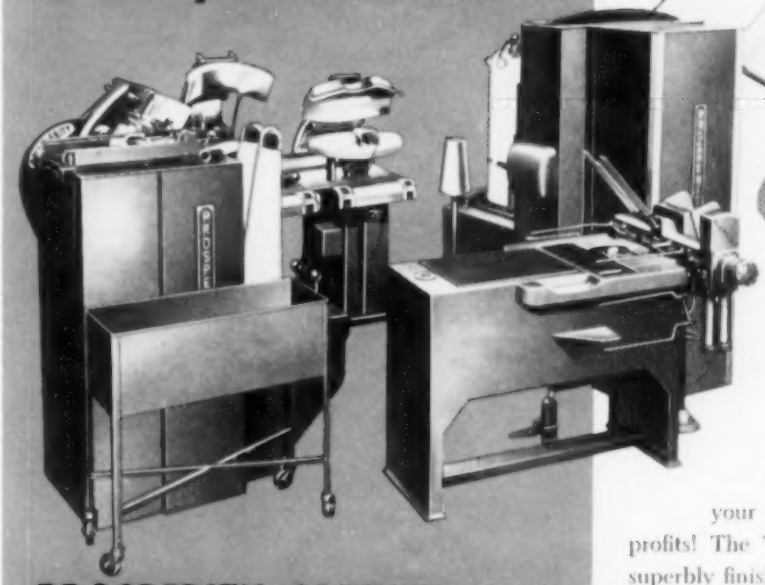
QUALITY SHIRT FINISHING
with Speed & Ease...



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with "Sleeping Collar" Shaper

★ Speeds production—even with operators of limited experience

★ Saves storage space—provides 50% more storage room for finished shirts

★ Delivers a "perfect shirt" . . . every time!

EXCLUSIVE!

The Profit-Making New "Sleeping Collar"

Trade Mark*

SHAPER

Here is a service that will increase your business, your production, your profits! The "Sleeping Collar" shaper produces superbly finished collars with no curl-up as they leave the machine . . . no curl-up when they are stored . . . no curl-up when they are worn! It saves 50% of your storage space for finished shirts . . . 50% of box space for each packaged lot!

SEND COUPON TODAY!

For full information on the Prosperity Cabinet Unit and "Sleeping Collar" Shaper!

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FREE Sales Kit

Contains counter cards, window streamers, bundle stuffers, ad mat. Comes with each complete unit to aid you in selling your new "Sleeping Collar" service to your retail customers!

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The Prosperity Co., Inc.

*Trade Mark The Prosperity Co., Inc.

THE PROSPERITY CO.
125 Marcellus Street
Syracuse 1, N. Y.

11P

Please let me have additional information on the Prosperity Cabinet Unit with the "Sleeping Collar" feature.

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

LEGAL DECISIONS

By A. L. H. STREET

Fine-Print Clauses

What is the liability of the cleaner for the fine print in the receipts he issues?

Ever since the modern cleaning industry was born, capable minds have vainly attempted to devise adequate contract phrasing that will legally "hold water."

Lately, two judges in New York City thought that a carpet cleaning company had solved the problem, but two other judges disagreed. Because the latter constituted a majority of a three-judge court their ruling was binding. Whether a still higher court will be called upon to review the case remains to be seen.

In this case (Deutsch v. Long Island Carpet Cleaning Co., 158 N. Y. Supp. 2d 876) the company picked up rugs for cleaning and gave the customer the original of a duplicated printed agreement, signed by both parties. On the front, printed in clear type, was this notation, "Received . . . subject to terms and conditions printed on the reverse hereof." One of the conditions stated that any damage or loss claim made by the customer must be arbitrated before the American Arbitration Association. But the company, at its option, could sue for any money due it from the customer.

The customer sued in the Municipal Court of New York on a claim concerning the rugs. The court ruled that the claim was covered by the arbitration clause. But on appeal to the Appellate Department of the New York Supreme Court, First Department, the decision was reversed by a two-to-one vote of the judges. Here is the text of that decision:

"The arbitration clause . . . is lacking in mutuality. While the company claims are required to be arbitrated, the company's claim for money due it is at its sole option litigable in the courts. Parties may, of course, expressly agree that only certain types of controversies between them shall be arbitrated. Here, however, we have a company engaged in furnishing services to retail customers unilaterally inserting an arbitration clause on the reverse side of a receipt. The customer signs it, receives a copy and subsequently is sent a signed confirmation, which also has the printed conditions on the reverse side. But at no time is any specific reference made to the arbitration clause. Under these circumstances it cannot be said to represent a conscious agreement to limit arbitration to the customer's claims only. It is therefore not enforceable for lack of mutuality of obligation.

"We are also of the opinion that the evidence . . . was insufficient . . . to establish this receipt as an agreement binding the customer to the various conditions on the reverse side. It failed to meet the essential test of showing that these conditions, particularly the clause limiting the company's liability for negligence and this arbitration clause, had been brought to the attention of the customer."

The dissenting judge, Justice Hecht, thus expressed his views:

"The party seeking to escape arbitration in instances such as the one before us invariably contends that it had no knowledge of or did not comprehend the agreement.

"The agreement has on the face thereof, printed in clear type, the notation that the goods are 'Received From Above Subject to Terms and Conditions Imprinted on the Reverse Side Hereof'; the agreement was signed by the plaintiff's wife and by defendant when the rugs were picked up; the original agreement was given to plaintiff's wife and a copy retained by the defendant. The plaintiff's wife admittedly read part of the agreement; she was able to read the notice on the face of the agreement without difficulty . . . immediately after the rugs were received at the defendant's plant a confirmation of the order was sent to the plaintiff, a copy of which confirmation was signed and returned by the plaintiff to the defendant."

For more about this general subject, see "Scope of Liability Agreement," and "Courts Disfavor Hidden Valuations," on pages 17-18 of "Legal Decisions for the Drycleaner."

Misrepresentation Suit

Is a cleaner liable for misrepresenting the status of his business to the buyer?

There are many cases to be found in the law books where the purchaser of a business has been awarded or been denied damages on the ground that the seller misrepresented facts bearing upon the value of the business. (Let it be said to the credit of the cleaning industry that few of the cases arose in connection with the sale of a cleaning business.) However, the following may be of some interest.

The courts seem to be agreed that if the seller of a business deliberately falsifies what net profits have been earned or what it has cost to operate the business, the purchaser can either secure damages or a cancellation of the purchase. But to be so entitled the purchaser must have been actually deceived.

In a Tennessee case (32 Tenn. App. 1, 221 S. W. 2d 106) the seller of a small cleaning business stated that for several weeks the gross income had averaged $746.43, that expenses has averaged $218.76, and that the net profit was $558.67. The Tennessee Court of Appeals said that because the seller gave figures computed to the cent, the purchaser was naturally led to assume that they were shown by actual and authentic books kept in the operation of the business. The seller showed the buyer a phony set of books and the buyer had no reason to suspect that they were false until after a contract of purchase had been signed.

Two appellate courts of New York, Massachusetts and other states have decided that fraud, entitling the buyer to damages or cancellation, may consist in the seller's misrepresenting operating costs or income.

Where an advertisement of a business for sale falsely stated that daily sales totaled $250, a purchaser was entitled to judgment against the sellers, according to a federal judge in Washington, D. C. (194 Fed. 2d, 897.)

In Ohio and elsewhere it has been decided that a purchaser of stock in a corporation is entitled to damages or cancellation if he reasonably relied upon misrepresentations concerning the solvency of the company.

In Michigan a business had grossed less than half daily what the seller had represented. The Supreme Court awarded damages to the purchaser (13 N. W. 2d 253).

But the courts draw the line between a misrepresentation of fact and the seller's expressed opinion that the buyer will make money. On the other hand, the Minnesota Supreme Court decided that a seller was liable for stating that the business was making "good money" when in fact it was running into debt. (41 N. W. 2d 561.)

The New Victor Duomatic Cash Register

YOU CAN'T BUY THIS QUALITY FOR LESS MONEY!

It's an item-adding Cash Register . . . an adding machine!

Figure out what you'd expect to pay for a simple, ordinary cash drawer machine . . . then get ready to be surprised at the low, low cost of the new Victor Duomatic. It's an item-adding, receipt-issuing cash register . . . backed by the 39-year reputation of the Victor Adding Machine Co.

It really goes to work for you—it gives you a permanent record of every sale on tape and provides a printed receipt for your customer. It designates clerk or department, totals sales, and gives grand total of full-day's cash receipts. Then—use it as an adding machine, any time—*without disturbing your business total.*

It's a real beauty, too—up-to-the-minute in design, with a handsome Fiberglas case that won't chip, crack or dent. And you can buy it for less than any other item-adding cash register on the market!

For more information about the new Victor Duomatic Cash Register, mail the coupon below, or look under "V" for Victor in the Adding Machine section of the Yellow Pages.

Find Your Nearest Dealer In The Yellow Pages

Victor Adding Machine Co.

Chicago 18, Illinois

Victor-McCaskey Limited—Galt, Ontario

Manufacturers of Business Machines, Cash Registers, Business and Industrial Systems, Electronic Equipment, Electri-Cars.

Victor Adding Machine Co., Dept. NC-657
Chicago 18, Illinois

Please send new informative booklet on the Victor Duomatic and name of nearest Victor representative.

Name _____

Address _____

City _____ State _____

MANAGEMENT RECORDS are a necessary evil if true stock control is attempted.

Can Supply Costs Be Controlled?

Here are some basic systems for small and large plants alike

By ART SCHUELKE

THE GREATEST SINGLE COST factor facing drycleaners, aside from salaries, is that of productive supplies. According to the latest figures from the National Institute of Drycleaning, this ranges from 9.25 percent to 7.80 percent. The first figure was reported by plants doing less than $25,000 a year. The second came from plants reporting better than $300,000 annually.

And all plants, big or little, are caught in the squeeze between ever-increasing labor costs and shrinking profit. (Part of this is due to the reluctance of cleaners to charge higher prices for their services.) Until something is done to stabilize the economy, cleaners have one way to eke a few more pennies from the dollar volume.

That is in the *control of purchasing and inventories*. In too many plants this is mainly left to chance. In any business, success or failure hinges upon the ability to purchase successfully. Then, after those purchases are made, proper safeguards must be practiced to avoid waste or even pilferage. These two points are basic, regardless of plant size.

In order to acquaint plantowners with some of the systems in use, we went to some of the industry's leading plants. Among them was Zenith Cleaners of Dallas, Texas, headed by T. E. "Tex" Milholland. Their controls have been used successfully for more than a decade. Here is how they work it.

They first compiled a card system for each item they use. The cards are filed alphabetically, by the item name. Also shown on the card is the department in which the product is used. Any description, analysis or standard requirements are stated, too. After this step, it is necessary to take a physical inventory and record that information on the control cards.

Visible card files are used by some plants, although there are other ways. One of the larger plants in the country uses a ledger book to keep these records. Another way is to record the information on simple 3-by-5-inch cards kept in a wooden box.

The next logical question is, how much to buy? This can be determined by answering the following questions:

1. How much used per month?
2. How much cash available to invest in inventory?
3. Is the price trend for the item up, down or stable? How far ahead can future prices be predicted?
4. Will the item deteriorate if not used for a long time?
5. What is the delivery time of the item? Can it be purchased locally?

Mr. Milholland feels that purchasing should go through one department or individual responsible for this function. Management should know that the right supplies are currently in use before any further purchases are made. As he puts it, most cleaning room men or even superintendents are more easily influenced by salesmen than plantowners would be. Some astute salesman might take the plant employee out to dinner or give him some kind of gift. The upshot is that there are now *two* salesmen selling "X" product.

According to Mr. Milholland, products should be purchased on the basis of their own merits and value, rather than on the recommendation of the superintendent or personal liking for the salesman. Profits can be obtained from *both* buying and selling, so it is doubly important to buy the right supply.

Of course price is not the main consideration. It is the *value* to the plantowner for the price paid. Some watered-down products may be cheaper initially but take more to do the same job than a more costly product.

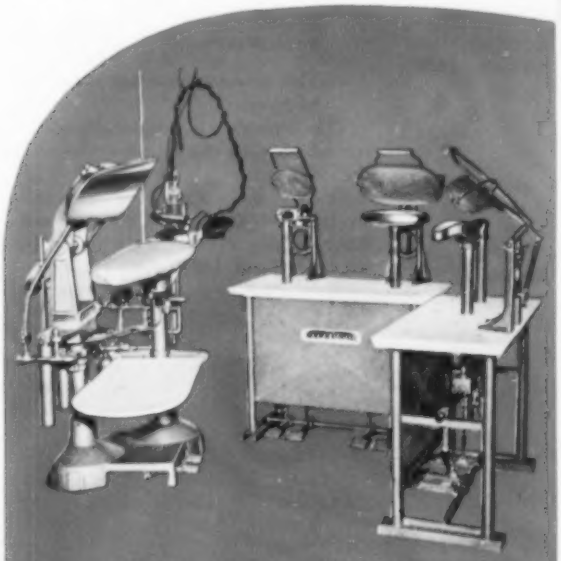
At this point Mr. Milholland suggests a check of accounting proce-

KING COTTON means KING-SIZE PROFITS

with an

EXCELSIOR

ONE-GIRL SILK FINISHING UNIT



The Big Profit-Making features of the Excelsior One-Girl Silk Finishing Unit are:

- Offset Press has small end of the buck on the left, enabling operator to use it as ironing board. Also permits her to use iron to touch up that part of the garment that cannot be finished with the Offset head.
- No leverage foot pedals required on the Offset Press or Fabrichead Unit.
- Vacuum lock eliminates shine and seam impression marks.
- Vacuum is required on puff irons to dry the garment by setting the sizing to give the same finish to the top of the dress that is given to the skirt.
- Fabricheads on puff irons give additional pressure required to finish cottons and all other hard materials.

EXCELSIOR
ONE-GIRL SILK FINISHING UNIT

It's Cotton Clinic time again! Time for big volume and big profits on cotton garments. Be sure you get *your* share with an Excelsior One-Girl Finishing Unit!

A sizing tank installed next to the Offset Press enables your operator to turn out a better cotton garment in less time. Yes, this "rugged workhorse" makes time . . . so it's *got* to make money!

The results? Almost any girl can finish as many as 15 cotton, rayon, silk and wool dresses* per hour with the Excelsior One-Girl Finishing Unit!

Now is the time to get set for big summer profits. Build your Cotton Clinic around an Excelsior. *And remember, if you think you can't afford the Excelsior One-Girl Finishing Unit, you probably need it most!*

Ask your jobber to show you "Two Hour Miracle" and "Going to the Cleaners", Excelsior's new sound movies in full color. There's an Excelsior jobber nearby to serve you . . . or write direct for descriptive literature.

*or their equivalent, including plain, fancy and wet-cleaned

Excelsior Machinery Company
1452 Randolph Street • Detroit 26, Michigan

TOP PLANTS issue supplies only upon receipt of a written requisition

EVEN THE BUTTONS are counted when supplies are really controlled

A PLACE FOR EVERYTHING and everything in its place in the efficient stockroom

dures. During these times of high taxes many plants charge all purchases of supplies directly to expense in the period the bill is paid. If a larger plant is buying in carload lots, there may well be some saving using this method.

One trouble with this method, particularly for the smaller purchaser, is that it presents a distorted picture of actual costs. It has the effect of upsetting budgets, controls and allowances—all important factors upon which management bases its judgment. A better way might be to purchase for inventory, or warehouse, and then charge the supplies out as they are actually used.

So much for the ordering and charge-off procedures. This brings us to step number two, the actual control of the supply inventory.

Locking up is important

All plantowners interviewed agreed that this material should be kept under lock and key. At Morey-LaBine Laundry and Cleaners in Elizabeth, New Jersey, two men work full time in this department at the main plant. They alone have the right to release material from the department.

There are many plants with hundreds, even thousands, of dollars within reach of anyone who chooses to take them. This leads to the temptation to pocket an item here and there. More important, it induces wastefulness. "So what if a few drops of solution will do the job? Use a cupful . . . there's more where that came from" can become the general plant attitude toward costs.

So it is imperative to keep the supplies under lock and key—those that are not already allocated for immediate usage.

Then, too, these supplies should be kept in orderly fashion. Small supplies belong on shelves and cabinets. Rolls of padding should be placed on a shaft, while racks should be provided for carboys.

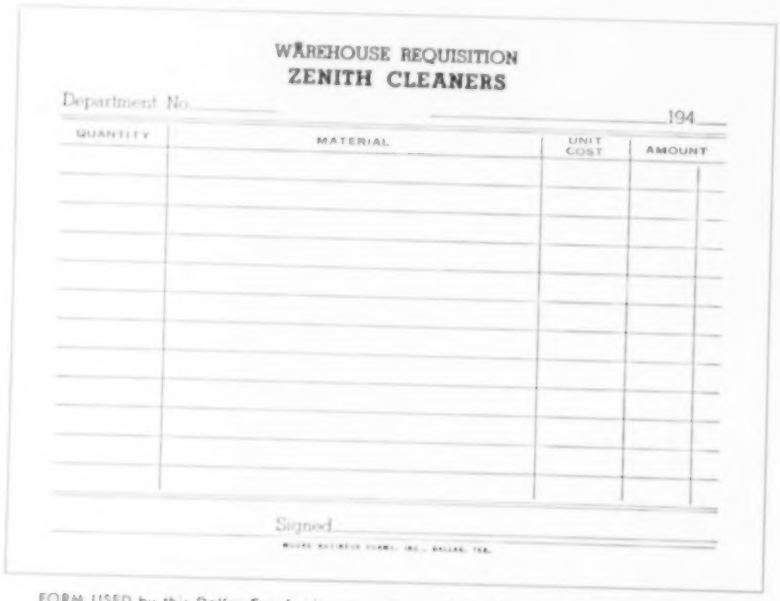
It is also important to keep a perpetual inventory card on, or right near, the actual supply. This card is in addition to the records maintained in the office. The perpetual inventory card should show this information:

1. The supply and the unit (yards, gallons, gross).
2. The date, amount and price per unit of the last order.
3. The date, amount of each withdrawal and the remaining amount on hand.
4. The minimum amount on which to reorder.

This is practically identical with the record kept on the cards retained in the office.

One moderate-sized plant in which we were employed gave the responsibility of the stockroom to the plant superintendent. Only he and the plant manager had keys. Once a week, on Fridays, each employee submitted a requisition form for supplies needed for the following week. At this time the spotters ordered their chemicals, the pressers their hangers, clips and pins, etc.

Continued on page 83



WAREHOUSE REQUISITION
ZENITH CLEANERS

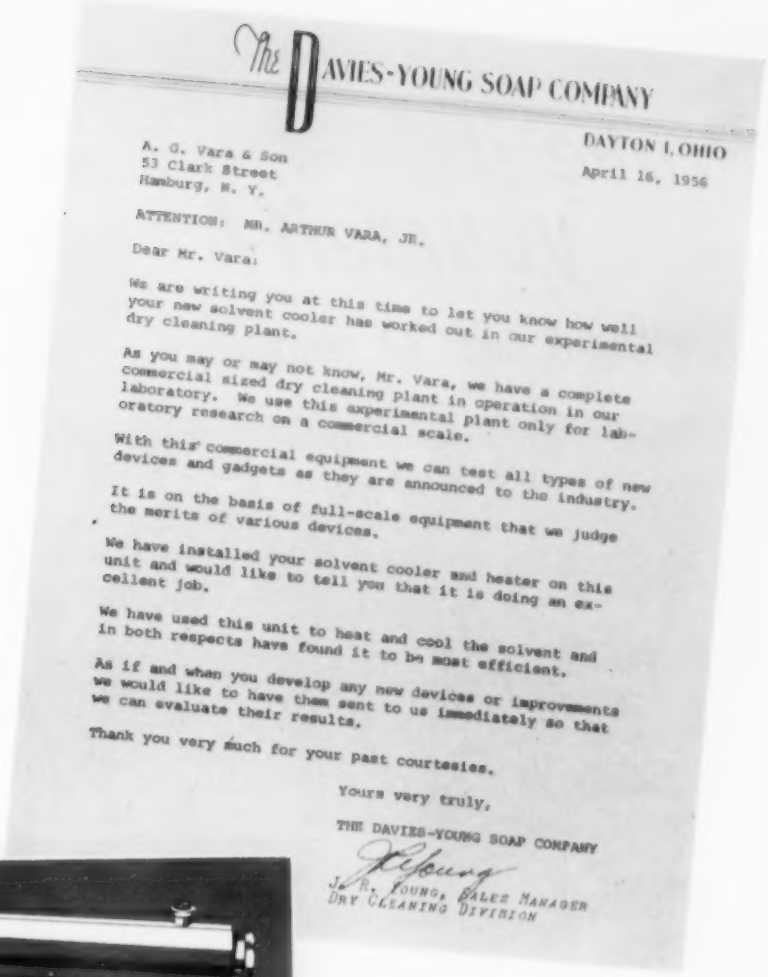
Department No. _____ 194__

QUANTITY	MATERIAL	UNIT COST	AMOUNT

Signed _____

FORM USED by this Dallas firm for issuance of supplies. Actual size is 5½ by 4¼ inches

Proof! of the VARA solvent cooler's efficiency



The DAVIES-YOUNG SOAP COMPANY

DAYTON 1, OHIO

A. G. Vara & Son
53 Clark Street
Hamburg, N. Y.

April 16, 1956

ATTENTION: MR. ARTHUR VARA, JR.

Dear Mr. Vara:

We are writing you at this time to let you know how well your new solvent cooler has worked out in our experimental dry cleaning plant.

As you may or may not know, Mr. Vara, we have a complete commercial sized dry cleaning plant in operation in our laboratory. We use this experimental plant only for laboratory research on a commercial scale.

With this commercial equipment we can test all types of new devices and gadgets as they are announced to the industry.

It is on the basis of full-scale equipment that we judge the merits of various devices.

We have installed your solvent cooler and heater on this unit and would like to tell you that it is doing an excellent job.

We have used this unit to heat and cool the solvent and in both respects have found it to be most efficient.

As if and when you develop any new devices or improvements we would like to have them sent to us immediately so that we can evaluate their results.

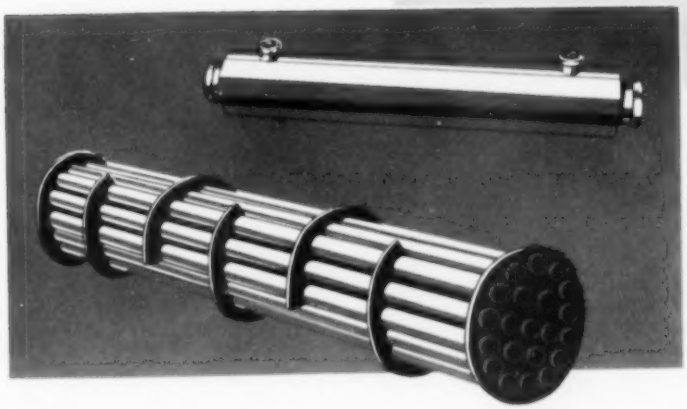
Thank you very much for your past courtesies.

Yours very truly,

THE DAVIES-YOUNG SOAP COMPANY

J. R. Young

J. R. YOUNG, SALES MANAGER
DRY CLEANING DIVISION



Only $114.50 F.O.B. Hamburg, N. Y.
Shipping weight—18 ¾ lbs.
Overall length—26 ½ inches
Material—non-ferrous
Capacity—Filters to 5,000 G.P.H.
2 are needed for larger filters

FIVE VARA ¾ moon-shaped baffles reverse the flow of water 6 times with a SPIRAL ACTION that turbulates the water behind each baffle, thus assuring every square inch of cooling surface is actually cooling solvent. 2" I.P.S. Female Adapters for Solvent Outlet and Inlet and ¾" I.P.S. Female Adapters for Coolant Outlet and Inlet.

DUAL PURPOSE—Very efficient solvent heater when installed with dual purpose hook-up. Also Coolant lines are easily cleaned.

Sold through jobbers only.

VARA *and Son, Inc.*
Manufacturers of Drycleaning Specialties

53 CLARK STREET,
HAMBURG, N. Y.

Prove it yourself!

. . . without cost or obligation

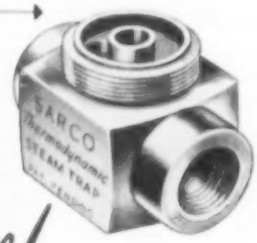
This amazingly simple steam trap can do a better job of draining your units — save you more money — than any other steam trap obtainable!

No other steam trap like it!

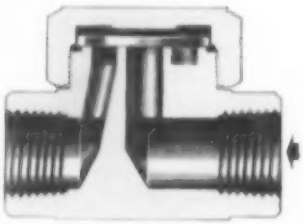
1. A CAP

2. A DISC

3. A BODY



That's all!



Self-adjusting . . . same large capacity orifice for all pressures 10 to 600 psi! The ⅜" size has more than enough capacity for most units.

WHEN you equip your ironers, presses, tumblers, stills and other units with steam traps to improve drainage . . . it will pay you to make sure you get the *combination* of advantages which only the Sarco Thermo-Dynamic can give you.

Laundries and dry cleaners who have tested various types of steam traps are amazed at the difference the Sarco Thermo-Dynamic Steam Trap makes. Why is this so? It's because the Sarco TD is a major advance in steam trap design. Look at it . . . you can see how extremely simple it is. And its performance is a big step forward too.

Here's why the Sarco TD is the ideal steam trap for you

1. **Rapid, complete drainage** — it *immediately* discharges condensate, air and air-steam mixtures . . . maintains the right temperature in units at all times.
2. **Doesn't blow steam** — waste fuel.
3. **Same trap for all pressures 10 to 600 psi** — not a single change or adjustment required.
4. **Self-adjusting** — only one large capacity seat for each size — all pressures.
5. **Only one moving part** — a solid hardened stainless steel disc.
6. **Maintenance practically eliminated** — Sarco TD has simplest design. Cap, body and disc . . . that's all! No mechanism to get out of order . . . completely free of buckets, levers, pins, gaskets, narrow channels.
7. **Large capacity** — ⅜" size Sarco TD will handle all condensate from unit using as much as 14 boiler horsepower at 100 psi! ⅜" size has more than enough capacity for most of your steam-using units. (Sizes ½, ¾ and 1" also available.)
8. **Compact** — ⅜" size is only slightly larger than 50¢ coin.
9. **Low initial cost.**
10. **Low installation cost** — easy to install as a pipe fitting. No check valve needed — unique construction prevents reverse flow.

60-DAY TRIAL CONVINCES
. . . no cost or obligation

Prove to your own satisfaction . . . without cost or obligation . . . that everything we say about the Sarco TD is true.

Write direct to us or contact your supply house for a Sarco TD and strainer for 60-day trial. Specify size. You buy the TD *only* if you're completely satisfied. Sarco Company, Inc., Empire State Bldg., N.Y.C.

2214-B

SARCO Thermo-Dynamic STEAM TRAP

Continued from page 80

Supplies were distributed to the proper stations on Saturday, at which time the production people were off duty. After the requisitions were filled, they were turned in to the office for proper recording on the master control cards.

This system had the beneficial effect of teaching the production crew how to plan, and to use their supplies economically. There were occasions when additional materials were needed during the week. But this entailed much explaining and defending arguments. It was almost easier to get along with the material on hand. All this helped keep costs in line.

Systematic requisitions

One of the bigger plants allows daily requisitioning of supplies. These slips are retained by the supply department. At the end of the week the man in charge of this department submits a report totaling the week's supply consumption. This becomes part of the weekly operational report to top management.

The plant has set up its own norms for each supply item, compared to plant volume, percentagewise. For example, it calculates petroleum solvent consumption to run 1.8 percent of volume, dollarwise. Packaging costs are figured at .32 percent. If these, and the other factors, vary to any degree, management takes quick action to find out why.

In addition, plant supervision has a bonus arrangement that ties in directly with these cost factors. Bonuses are awarded quarterly to supervisors, if they keep within or below these cost standards. It helps keep costs within reason. There is little wastage.

Slips key to records

Generally, it is up to the person responsible for the storeroom to inform management that supplies are going low. At that time the master records are checked to determine that there is agreement of figures. Some plants will take an actual physical inventory once or twice a year. In the case of Zenith Cleaners, this is done monthly.

In that plant supplies are doled out daily. There are three "pickup" boxes stationed strategically around the plant. The man in charge of supplies makes a daily pickup at 9 a.m. of the requisition slips placed in the boxes by the employees. When he delivers the material to the employee who ordered it, that employee must sign for the supplies.

While these requisition slips may seem like a pestiference, they are vital to sound control. Operating without the slips is akin to letting the employees dip into the cash drawer without any concern. The supplies represent the same kind of dollars.

These requisition slips provide the key to record keeping and budgeting, as previously described. In that instance the percentage formula was used. In some cases, however, this system does not always act as effectively as actual amounts.

For example, in case of price raises on supplies or a decrease in the selling cost of drycleaning (i.e. sales), these changes will affect the percentages. To avoid this, it might be better to establish some allowances by pounds of supplies to pounds of work processed. Another way would be to compare supply consumption with numbers of pieces or orders processed. In any event, some method of budgeting and controlling is better than none at all.

The records will reveal plant efficiency or lack of it. They will help management order economically. Then it is important to vest the purchasing responsibility in one person. The actual supplies should be kept under lock and key for the final link in the chain of adequate supply control. # #

SIGNS of the TIMES

Public Service: Laurels to the Peoria (Ill.) Institute of Drycleaning for its outstanding efforts in behalf of charity. During Fire Prevention Week in Peoria the Institute cleaned all old clothing donated to philanthropies free of charge. In recognition of the work, the National Institute of Drycleaning presented the group with a Spirit of Service award, including $125 and a silver plaque. The local Institute, headed by William Reed, presented the award money to the South Side Mission of Peoria.

Julius L. Kuffler of I. Wohl, Inc., Long Island City, N. Y., has been elected chairman of the 1957 cleaners and dyers industry drive for the United Jewish Appeal of Greater New York.

# #

Cleaners Rally To Aid Tornado Victims: Realizing the need for clothing for victims of the tornado in Dallas, Tex., The Tarrant County (Tex.) Association of Qualified Dry Cleaners offered to cooperate in a drive for this purpose. Member cleaners of the group agreed to collect, repair and clean clothing and then to sort it as to type and size so that correct distribution could be made. Over 1,000 items of clothing were sent by the Association to Dallas.

# #

New Safety Publications: A new booklet and folder were recently published by the National Safety Council.

Entitled "Five Minute Safety Talks for Foremen," the booklet contains 52 short discussions on accident prevention. They were prepared by Roland F. Blake, a leader in safety engineering and editor and co-author of "Industrial Safety," a book on accident prevention fundamentals.

The five-minute talks come with an outline and text suitable for either informal or scheduled training sessions. The booklet also includes up-to-date material on such varied topics as vacation safety, smoking, horseplay, how to use a screwdriver, lung safety and hot weather hints.

The Council has also issued a one-fold leaflet, "Seven Steps to Safety," a digest of the previously published booklet, "Plus Costs of Accidents."

Further information and prices may be obtained from the National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.

# #

Cleaner Gets Safety Award: A citation for safety was recently awarded to the New Castle Cleaners by the State Insurance Fund of New York in recognition of the firm's safety record. New Castle, located in Chappaqua, N. Y., placed first among more than 800 on-premise cleaners in New York State. The presentation was made to Leonard Rose.

# #

Small Business Aids: Compared with their more youthful co-workers older employees are absent less, have fewer accidents, and produce at similar levels at least until their late fifties. So states John C. Rosen in the March issue of Management Aids for Small Manufacturers. Mr. Rosen, in encouraging the use of older workers, discusses both their assets and limitations.

Fundamental Records for Small Marketers is the topic of No. 19 in the series of Small Marketers Aids. The author includes sample figures to illustrate his remarks. Figuring the profit, types of record systems, choosing the right system, basic records to keep and profitability analysis are highlighted.

Thinking of buying a business? Then a new leaflet on the subject issued by the Small Business Administration may be helpful. Designated No. 20 in the series of Small Marketers Aids, this pamphlet details in story form the important points that should be considered. Determining objectives, finding a business and evaluating it are some of the areas covered.

The April issue of Small Marketers Aids reviews the price-volume-profit relationships in small stores. The booklet suggests that the best bet for experimentation with these relationships is usually in the field of distinctive, or specialty goods, in which there are one or very few sellers. Ten important points for meeting price competition are noted by the author, Edward L. Anthony.

Copies of these Aids may be obtained by writing to the Small Business Administration, Washington 25, D. C., or from the Administration's field offices.

LCATA Plans Promotion: An advertising and promotion program for all distributors in the industry was discussed at a meeting of a special distributors committee of the Laundry and Cleaners Allied Trades Association. The group laid preliminary plans for a program to be presented to the distributor members of the LCATA at the annual convention to be held at the Mount Washington Hotel in Bretton Woods, New Hampshire, June 6-9, 1957.

Pictured above from left to right (seated), are: Harry E. Richardson, Alexander Guss, Mark M. Baddeley (chairman), and John W. Hornsey, Jr. Standing are Cooke O'Neal, James K. Watkins, Jr., Rodger R. Jackson and Joseph Cohen.

CARRY*PACK® Handles on bags save 40% to 60% on shirt packaging costs!

Boxes, string, paper, and cellophane tape are becoming increasingly expensive to use, and there's no sure way to avoid wasting them. Add the *high labor cost* of applying these materials, and you'll see why you *save* with Carry-Pack gummed tape handles. Carry-Pack handles *cost only a fraction of a cent each*, and give you complete *control over packaging materials*. Switch to the Carry-Pack and bag system *now*, to take full advantage of these important savings. Your Carry-Pack representative will be glad to give you helpful suggestions, make a cost analysis, and arrange a free demonstration, completely without obligation. Contact Carry-Pack now!

MAIL THE COUPON NOW FOR A PACKAGING COST ANALYSIS AND FREE 10 DAY TRIAL!

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. . . . Please send me literature and samples of Carry-Pack.
. . . . Please have a salesman call.

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COMPANY _____
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CITY _____ ZONE ____ STATE _____

ASSOCIATION NOTES

New Officers: At a meeting of the New Jersey Laundry and Cleaning Institute county representatives of the recently activated **Drycleaners Guild of New Jersey** selected an executive committee to conduct the affairs of the new organization until elections are held in the fall.

Those named to the executive committee were Ray Conover, Erin Cleaners, Riverton, and president of the Camden Area Drycleaners Guild; Leon Lemansky, Professional Cleaners, Linden, and chairman of the Eastern Union County Drycleaners Guild, and Hal Levy, Fine Arts Cleaners, Hohokus, and president of the Bergen County Drycleaners Guild.

The **Dry Cleaners Institute (Ontario) Limited** has announced the election of Clarence Rennick of City Laundry & Dry Cleaners, North Bay, to the executive committee.

Myrrel Baker, owner of Frantz Cleaners, was recently elected president of the West End Dry Cleaners Association, **Pomona, Calif.** Other officers named were Bentley Hatfield, vice-president, and J. B. Hogan, secretary-treasurer. The outgoing president is Ray Loberg. At the meeting Garnet Bryan, past president of the California Drycleaners Association, discussed production in drycleaning plants. He stated that future profits would have to be made from improvements in production methods.

# #

Local Meetings: At a recent meeting of the **Greater Lawrence (Mass.)** Drycleaners and Launderers Association, with president Warren V. Kruschwitz presiding, members adopted a motion for cooperative advertising.

Several divisions of the **Dry Cleaners Institute (Ontario) Limited** convened recently. The program for the Kingston Division included a tape recording from the management conference, plus a general discussion on the same subject. Members of the Cornwall Division heard and discussed the tape of a speech, called "Man the Pumps," made by John B. Parkin at the Toronto Division. Institute president Lou Ronson spoke to the members of both the Bay of Quinte and Mid-Western Divisions. "How Does Advertising Affect Dry Cleaning Volume?" was the subject under discussion at the dinner meeting of the Ottawa Valley Division.

More Honors for Texas Group: The National Recognition Award, given by the United States Chamber of Commerce, was recently awarded to the Harris County (Tex.) Cleaners & Laundry Institute. The group won top honors in its class of associations. Chamber of Commerce President John S. Coleman presented the award at the Leadership Recognition Dinner held in Washington, D. C., April 29.

To publicize its winning of a National Institute of Drycleaning Spirit of Service award, this same group held a presentation meeting and luncheon. At this affair, the $125 award check was donated to the Volunteers of America. As a result of the award, the association received favorable publicity in the Houston press both in the editorial and feature sections.

# #

California Activities: The California Drycleaners Association played host to members of the state legislature at a recent meeting in Sacramento. Various laws affecting drycleaners were discussed during the banquet.

The association is sponsoring a series of five sales clinics for its members and their personnel. The first was scheduled for Berkeley, June 2, following the state convention, to be held there May 31-June 2. The others are set for Fresno, June 9; Los Angeles, June 16; San Diego, June 23, and San Francisco, June 30. The Beacon sales clinics are conducted by sales consultant Jerry Daleke.

# #

NCA News Notes: Marvin Gross, outgoing president of the Neighborhood Cleaners Associations (N. Y.), chaired the recent annual state meeting of the group. Robert Gelman was elected to succeed Mr. Gross as chairman.

Most members approved of the new state minimum wage law for drycleaners, foreseeing that the increase would tend to stabilize drycleaning prices. Also discussed was the bailee bill which has been vetoed by two governors. Those present suggested that a 25-cent service charge be made for articles left with cleaners over 90 days.

Also announced at this meeting was the approval of the new Mohawk Valley chapter. Officers of this group are Sam Leo, president; Kerap Bogoshian, vice-president; Milton Winter, secretary, and Carl Meola, treasurer.

As has been the custom with the NCA, officers in the New York City Chapter are promoted each year. Tom Fortune, who served as a member of the board of directors and as executive vice-president, was elected president of the largest state chapter. Other new officers are H. Schumacher, executive vice-president; M. Sherman, vice-president; R. Rakity, vice-president; L. Stricoff, treasurer, and D. Scherzer, secretary.

An open house was held by the NCA and the New York School of Dry Cleaning in their new and larger quarters in New York City.

The offices are newly equipped and modern. Air conditioning will be installed soon. The school which shares the floor has an air-conditioned lecture room and a spacious layout which includes two new cleaning machines and 18 spotting boards. The school is also equipped with a moisture-control unit, water-repellent tanks and pressing machines.

The garment analysis department has been enlarged to include newer laboratory equipment. This will permit speedier handling of the average of 60 garments each week.

# #

International Get-Together: The International Committee of Dyeing and Dry Cleaning convened for a weekend meeting in Holland recently. At the meeting of the general assembly M. Lottgering of Holland was elected president of the organization, succeeding M. Manz of Switzerland, who was named vice-president. Members also reelected M. Wurth, Germany, as vice-president and M. Sallenave, Belgium, secretary-treasurer. M. Losfeld, Belgium, has become honorary life president.

It was decided that the Committee will stress the technical aspects of drycleaning in its future activities. To this end a technical committee was organized, headed by M. Wurth.

Also discussed at the meeting were such subjects as the relation between international organizations of the textile industry and those of the cleaning and dyeing field, international labeling of garments, and a calendar of international expositions in conjunction with the International Laundry Association.

More drycleaning profit for you . . .

Look at all the drycleaning dollars available in today's modern living . . . for the most part not in existence a few years ago. (1) drapes, (2) furniture slip covers, (3) scatter rugs, (4) ladies' blouses, (5) ladies' slacks, (6) men's sports shirts, (7) men's slacks, (8) ladies' sweaters, (9) men's sport coats, and (10) ladies' skirts. This ever-increasing use of drycleanable items is typical of the choice new markets available to you.

in today's modern market

Today's families have more types of drycleanable clothes, furnish their homes with more items that require drycleaning and dryclean many things their mothers washed. It takes fewer families today to support a drycleaner. That's one reason the time is right for you to expand.

And, look around you . . . markets have not only changed, but they are moving as well. Look, and you'll find planned community areas, custom style new housing areas and old housing areas where the population has changed. All these locations need convenient drycleaning service. They offer high dollars of profit to the drycleaner. Progressive drycleaners are expanding now to service these markets. They should not be serviced by newcomers entering the drycleaning field.

WE CAN PROVE YOU WILL PROFIT BY EXPANDING to serve these markets. A new booklet prepared to acquaint you with all the facts on profitable expansion is available to you. This tells you where, how and when to expand. Every drycleaner should have this information.

Expand . . . the time is Now
the equipment is- DETREX

DETREX makes it more profitable and easy to expand now!

When you expand, your first consideration is profit . . . naturally. You want assurance that you are going to get all the profit possible from your new operation. Not only do the new, modern markets offer you high profit potential, but when you expand with Detrex equipment, you will achieve the highest possible profit ratio to your sales dollar.

High quality cleaning of the Detrex Process practically eliminates your re-runs and wet cleaning. Hand spotting is reduced to a bare minimum. This means every sales dollar returns more profit to you. What's more, the fine cleaning quality you get from Detrex increases your sales. So you profit two-fold . . . more profit from every sales dollar, and more sales dollars, too.

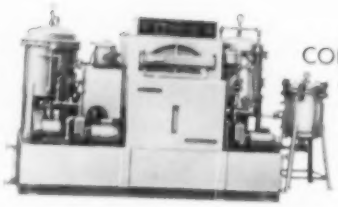
But don't take our word for it. Ask any Detrex owner how he likes Detrex equipment. Ask him what effect Detrex has on his profit picture. He'll tell you he's made more profit since he purchased a Detrex than he thought possible. And this could happen to you, too!

Detrex makes it safer for you to expand. With Detrex equipment you have push button automatic operation that requires no attention while the clothes are being cleaned. This offers you the opportunity to expand with a minimum of managerial supervision in your new plant. Maintenance worries become a thing of the past. Detrex equipment is built to last and to produce high quality cleaning year after year without mechanical troubles, without expensive shutdowns.

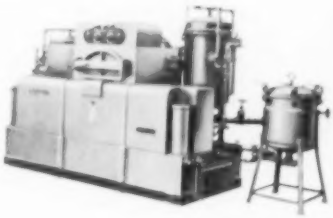
Detrex makes it easy for you to expand, too. You can LEASE ANY Detrex equipment—eliminating large cash outlay to open your new plant. Or, if you desire, the Detrex Finance Corporation will finance all the equipment you need for your new plant.

You are the man who can best expand. *You* have the experience, the knowledge and the established credit to make expansion safe and easy. *Your* profit future is in *your* hands. It's up to you to decide whether you want *more profits* than you've ever had before.

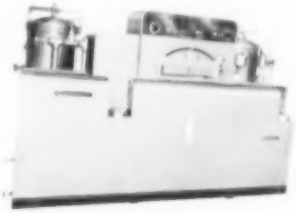
Detrex salesmen and jobbers will help you to expand. They will assist you in locating ideal locations and will suggest efficient layouts for you. Just ask for their help and they will gladly give it to you.



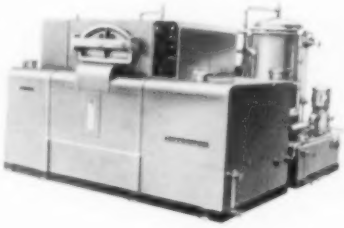
CORONET—60 to 80 lbs. capacity per hour.



MONARCH—100 to 140 lbs. capacity per hour.



DIPLOMAT—150 to 200 lbs. capacity per hour.



AMBASSADOR—Over 250 lbs. capacity per hour.

SYNTH-O-SAVER—available in either 35 or 50 lbs. capacity per load.

Write Today for the New Expansion Booklet "Growth From Within"

This book contains all the facts on your expansion market. It contains complete information on when, how and where to expand. You will find it to be extremely helpful in planning your "more-profit future." Write today.

DETREX CHEMICAL INDUSTRIES, INC.
Dept. F-70
Box 501, Detroit 32, Michigan

- ☐ Send me new expansion booklet, "Growth From Within."
- ☐ Send complete information on the LEASE Plan.
- ☐ Send full information on the Detrex Process.

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

DETREX CHEMICAL INDUSTRIES, INC.
BOX 501, DETROIT 32, MICHIGAN

N.I.D. NEWS

New NID Staff Man: The Institute has appointed George J. "Jim" Albro as assistant industrial engineer. Mr. Albro was formerly associated with his father at Park Cleaners, Arnolds Park,

GEORGE J. ALBRO

Iowa. He has completed both the NID management course and the course in drycleaning plant practices. For nine months prior to taking the management course, Mr. Albro worked as a silk spotter, rug cleaner and leather finisher at the Institute plant.

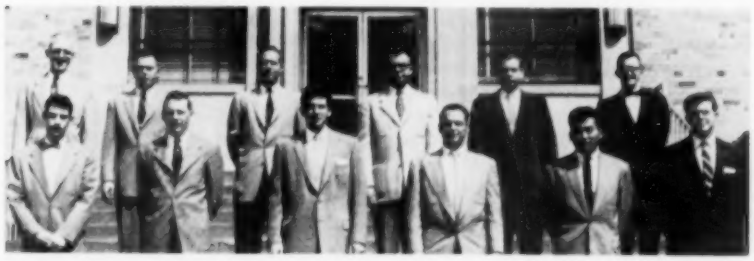
# #

NID Opposes Change in Wage Law Exemption: The NID has submitted to the Senate and the House a statement on the proposals to change the present exemption of drycleaning establishments from the Federal wage-and-hour regulation. The Institute has requested that this statement be included in hearings before the Labor Subcommittee of the Senate Labor and Public Welfare Committee and the Subcommittee on Labor Standards of The House Committee on Education and Labor.

Under the Fair Labor Standards Act drycleaning establishments are exempt from the Wage-Hour Law under certain conditions. These are: first, that the establishment is primarily engaged in serving customers within the state in which it is located. Second, that not more than 25 percent of its services are rendered to customers engaged in the manufacturing, transportation, mining or communications business.

The Institute lists the following reasons for its opposition to changing the present status:

First, the sponsors of the legislation have failed to justify the need for any change. Second, narrowing or eliminating the drycleaning exemption would curtail employment in the industry. Third, any exemption test based on such factors as unified operation, sales or purchase volume or number of employees would be discriminatory. Fourth, the present retail and service establishment exemptions of the Act have been on the books nearly eight years. New legislation would result in tremendous upheavals, uncertainty and confusion. Finally, Congress should not, in effect, cancel collective bargaining agreements covering 25 percent of the membership of the Laundry Workers Union by legislating an increase in the wage rates agreed to by the parties.



Spring Management Graduates: The 12 students shown here completed NID's fortieth course in drycleaning plant management April 26.

First row, left to right: Richard Mitchell, Bon-Ton Cleaners, Rockford, Ill.; George J. Albro, Institute Cleaning Plant, Silver Spring, Md.; Abby Schewitz, Atlas Cleaners, Port Elizabeth, South Africa; Aladino Gaggini, Centennial Laundry and Drycleaning, Chicago; Bill Hidaka, Sun Cleaners, Chicago; Paul Dennis, Wonder Cleaners, Pasadena, Calif.

Second row: Ralph Hinman, Scientific Laundry, Columbus, Ga.; A. Carr Skinner III, Oriental Laundry and Cleaners, Corpus Christi, Tex.; Ellis Stone, American Drycleaners, Lima, Peru; Marvin Brewer, Brewer Cleaners, Vallejo, Calif.; David Mitchell, Bassett Cleaners, Bassett, Va., and Herschel McCarty, Peoria, Ill.

# #

Summer Courses Scheduled: William B. White, director of education at NID, has announced two summer courses. The four-week management course will begin June 24 and the 12-week general course will start on July 1.

# #

Back-Home Day Plans Under Way: "Dutch" Rothe, instructor in spotting in NID's general course in drycleaning plant practices, will direct the 1957 Back-Home Day events as general chairman.

The annual reunion for the NID alumni will be held the week end of August 9 at both the NID site in Silver Spring and in nearby Washington, D. C., at the Shoreham Hotel. John A. Ireland, former supervisor of general course instruction at the Institute, was named program chairman.

According to Mr. Rothe, quality and its effect on all phases of the drycleaners' operation will be the dominant theme for each of the speakers. Mr. Rothe also announced that Kay Lyle, 19, has been chosen "Miss Back-Home Day." A first-year student in the School of Nursing at the Ohio State University at Columbus, Miss Lyle is the daughter of NID's director of consumer relations, Dr. Dorothy Siegert Lyle.

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with • *SPEED*
• *ACCURACY*
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Refold-lockup register

automatically files copy of sales slip in lock-up compartment. Guarantees a tamper-proof record of every transaction.

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tough — handy — fast ideal for counter or truck.

Continuous forms

unbroken chain of records makes check-back easy.

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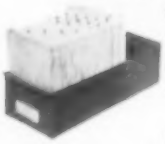

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locates numerically filed finished goods instantly.

for Charge Sales

"bill-it-yourself" simplified charge system. The easy way to handle charge accounts safely.

NEW JUMBO NUMBERS

available on standard dry-cleaning register slips. Stop searching, stop costly delays, positive identification across the room.

Territories open to progressive jobbers

Available through your jobber or write direct giving jobber's name.

Automatic Salesbook Company
792 Main St. Willimantic, Conn.

How To Measure Drycleaning Quality?*

By **CHARLES R. RIGGOTT**

Industrial Engineer, National Institute of Drycleaning

THE MEASUREMENT of cleaning performance was unheard of not too many years ago. Every drycleaner realized that it would be nice to be able to evaluate his drycleaning, but also that he had no "yardstick" to apply for measuring the amount of soil removed from garments.

Research at NID brought forth what is now known as the Cleaning Performance Test. Using this test as a yardstick, the drycleaner is now able to measure his drycleaning objectively. This yardstick enables him to improve his drycleaning to the point that is considered average (on a nationwide basis) or better.

The very existence of such a yardstick is a tremendous step forward. It provides the stimulus to improve drycleaning techniques beyond the point that might be achieved if no type of measurement existed.

We feel that this same concept of objective measurement should be carried into other departments in the plant. If some means is made available to measure objectively the finished product of each department, it will be possible to improve this product and thereby raise the standards of the entire drycleaning industry. Of course, this yardstick would have to be accepted by the industry as a whole.

Presently, the one factor that is common to all departments is *quality*. However, this factor has not been standardized. Quite often we find that the quality level must be established before production standards can be established.

Methods used to perform jobs are determined to a very large degree by the quality desired and, last but not least, the amount of productive labor is determined by the quality put into the garment during processing.

If I were to confront any one of you with the question, "How can I measure drycleaning quality?" the doubtful would answer, "Why do you want to measure it?" The satisfied would answer, "Inspect the finished garment."

In both instances it has been assumed that we both agree on what quality is. But at present the drycleaning industry has no clear-cut conception of quality. A so-called high-quality plant in New York City may very easily be considered a low-quality plant in Miami, Florida.

What factors go into the make-up of a high-quality operation? Surely you don't judge the quality by the base price of the particular plant.

How can drycleaning operations be standardized so that by knowing the level of quality produced(and incidentally, these quality levels should be the same all over the country) it will be possible to give cost figures, equipment necessary, methods used, and production expectations for that operation?

This information should not be limited to one department. It should be available for every production department in the plant.

A system not unlike the one we are developing is being used by the garment trades to distinguish between various grades of men's clothing. There are seven grades, each specifying in great detail the kind of underpressing and offpressing done and the amount of hand or machine work involved in making suits.

This system provides the garment manufacturers with a common means of communication. By merely stating what class suit is being manufactured, it is immediately evident what amount of skilled labor is being used, what methods are being used, how long it takes to manufacture a suit, and what the productive labor costs are. To this extent the garment manufacturing industry has been standardized.

This is what we are hoping to do in the drycleaning industry. This project was started last year. It is one which will take quite some time to complete.

The drycleaning and finishing of garments are subject to many variables, the main variable being the garments themselves. For example, we have men's long and short coats, ladies' jackets, ladies' long coats, evening gowns, plain dresses, fancy dresses, and many more. Each one of these has to be processed differently, and as a result the quality of the fin-

*From a talk at the Golden Anniversary Convention, National Institute of Drycleaning, Atlantic City, New Jersey, March 10, 1947.

DO YOU KNOW WHAT SIZING IS?

Mr. Webster says that, "Sizing is any of various glutinous materials, as preparations of glue or flour, used to fill the pores of a material." Basically, this definition is true. Yet today, with new materials, it is possible to add a certain amount of body to a material without filling the pores.

Sizing, as described by Webster, depends on absorption. There are many new materials now, however, that do not have the property of absorption. This raises the question, "What shall I do now?" Eaton's laboratory has solved that problem by creating a new type of sizing that is *adsorptive*. By that, we mean a sizing that will adhere, or cling, to the surface of a fiber.

Actually, the sizing problem relative to the cleaning industry is quite complex . . . there are so many different types of fabrics today that no one sizing product can possibly serve all purposes with complete satisfaction.

The brochure prepared by Eaton's technical staff gives you the complete story in a condensed form. Write today for your FREE copy of Eaton's Sizing Story.

when a feller needs a friend

Eaton Chemical and Dyestuff Company, 1490 Franklin Street, Detroit 7, Michigan. Canadian Plants: Toronto and Windsor.

Advertisement

SIZE-RITE is a scientifically developed formula—tested in our laboratory and in drycleaning plants, for quality and accuracy, before marketing.

ORDER FROM YOUR JOBBER TODAY

Warco LABORATORIES
13609 S. Normandie Avenue, Gardena, California

SEND FOR OUR FULL LINE BROCHURE

ished garment is measured by different factors.

To further complicate the picture, each different type of garment can be made up from many different fabrics. For example, trousers are currently being made from many different types of wool fabrics and an unknown number of synthetic fabrics in combination.

Out of necessity we are using as a major grouping the various types of garments, with subgroupings to take into account the different types of fabrics used. Each one of these major groupings will be treated as an individual unit and we will study it as it is processed in each productive department in the drycleaning plant.

The procedure followed so far is to select a garment type, such as trousers, and further define this garment type by the fabric of which it is made. Once this step has been accomplished, we then determine a complete list of quality standards for each production department that will process the garment. These departments start at marking and include drycleaning, wetcleaning, spotting, finishing, inspection, sewing, assembly and bagging. We now have a complete listing of all quality points to be checked in each department.

The next step is to develop these departmental quality points so that they represent one of four quality groupings which are lettered A, B, C and D. Quality group A is the highest quality possible.

We then look at each quality grouping—whether it be A, B, C or D—for each department, and based upon points of quality we wish to incorporate into the finished garment, we list the equipment necessary in that department to attain these points. We do this for each of the quality levels. As a result, we end up with four groups of equipment, each representing one of the quality levels.

We then go into each level again and define the methods necessary to attain that quality level with the equipment we have decided upon. There may be more than one method depending upon the types of equipment available in that particular quality level.

The next step is to take time studies of the various methods we have set forth. Thus we will not only know what equipment is necessary to attain, say, quality level B; we will know the methods used to attain that quality level and also we will have a time standard which applies to each one of these methods.

Another factor we take into account is efficient layout of the equipment for the various quality levels. This

YOU TOO can OWN ANOTHER PROFITABLE BUSINESS!

Laundry stores began to boom in 1946...and ten years later, over 15,000 laundry stores are serving millions of satisfied customers.

As an addition to your present business, this is a logical investment

Today, a new type of Laundry Store—THE COIN-OPERATED COMPLETELY UNATTENDED WESTINGHOUSE LAUNDROMAT—is springing up all over America. Originating in Texas less than two years ago, these automatic self-service laundry stores have spread through Florida, California...and are now being chain-operated in Illinois and Missouri. You, too, can get in on this most profitable mushrooming business in your spare time...and with a very modest investment.

Briefly, here's what it's all about:

1 Many women prefer to do their own laundry. We don't know why, but it's a fact...and they flock to unattended laundry stores where they do-it-themselves...using their own choice of soap and other washing materials.

2 Laundry is a necessity and people, especially in the lower income groups, will walk 3 or 4 extra blocks TO SAVE ALMOST 50% on their weekly laundry bill.

3 Bachelors, career girls, students and working families can only do laundry during hours when regular laundry stores are closed...AN UNATTENDED LAUNDRY IS OFTEN OPEN 24 HOURS A DAY, 7 DAYS A WEEK. Profits are realized in night and weekend hours when other laundries are closed.

4 Washers and dryers are coin-metered...everything works automatically...you empty the coin boxes 2 or 3 times a month.

5 Machine service and daily maintenance is contracted out to your local repairman and local porter. You visit the store *only* to collect the coins.

6 Depreciation of equipment for tax purposes is rapid, and within a relatively short period of time you own a going business that ACTUALLY RUNS ITSELF.

7 Because it takes so little of your time to operate, it does not interfere with your regular business. Because of almost absentee management, no customer contact, and favorable depreciation schedules, it is perfect for chain-store operation.

8 And EACH STORE PROVIDES YOU WITH AN INCOME OF $4000-$8000 a year, depending on location and equipment.

There's a great deal more to this story that you should know. We'd like the opportunity of giving you all the important investment details. It'll take about an hour of your time.

This we do know! You will add Thousands of Dollars to your present income every year. Your community wants and needs an UNATTENDED, COIN-OPERATED WESTINGHOUSE LAUNDROMAT STORE. As an operator of a laundry and/or cleaning plant, you may find this the extra business opportunity you've been looking for.

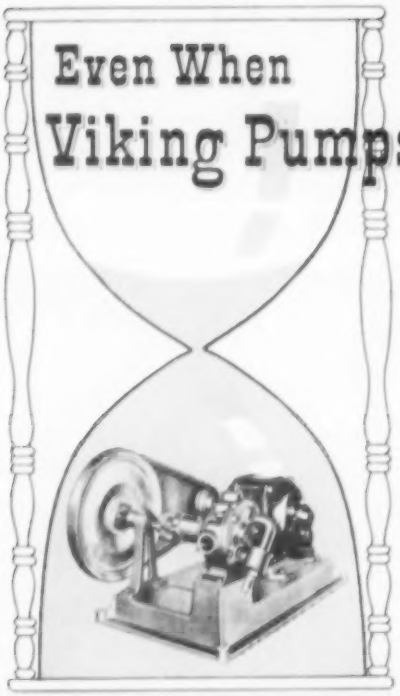
We offer advice, store planning, training and advertising. WE WILL FINANCE up to 80% of the NECESSARY EQUIPMENT. Do take a look at this investment...it'll make a difference to you.

Call, wire or write. We'd like to set a date at your convenience and show you some COIN-METERED LAUNDRY STORES in your area. We have representatives throughout the United States. We are a member of the National Better Business Bureau.

ALD, INC.

3549 N. Clark St., Chicago 13, Ill.
8202 Chancellor Row, Dallas, Texas
7402 Sunset Blvd., Los Angeles 46, Calif.
69-37th Ave., San Mateo, Calif.
The Prudential Bldg., Room 1704, Jacksonville 7, Fla.
ALD New York, Inc., 511 W. Coldspring Lane, Baltimore 10, Md.
ALD New York, Inc., 10-32 47th Road, Long Island City 1, N. Y.

Even When Viking Pumps Grow Old...



. . . many are still going strong.

Thousands of dry cleaning plants have Viking solvent pumps they have used for many years. Most of these old Vikings have many more years of good service left, too. Vikings are built to do the job. Like everything mechanical, even Viking pumps need service eventually. When needed, we supply that service.

When buying solvent pumps, remember Vikings are built to give good service. For satisfaction now and for years to come, choose Vikings.

For complete information, write for Bulletin Dq.

VIKING PUMP COMPANY

Cedar Falls, Iowa, U.S.A. In Canada it's "ROTO-KING" Pumps

Offices and Distributors in Principal Cities • See Your Classified Telephone Directory

includes making recommendations regarding the amount of light, steam pressure, steam temperature and vacuum necessary. Each of these or all of them may be necessary to give us a certain quality level.

This procedure is followed for every department through which the garment under study is processed. At the completion of the study we have established four different quality levels for processing that particular garment through the plant. Each of these levels is identified in every department by the equipment needed to obtain it, the methods used, and the production standards that can be expected, using any one of the particular methods.

One of the very important outgrowths of this project is to enable a drycleaner to establish his productive labor cost before commencing operations. In other words, once he has selected the quality level in which he is going to operate, it is a simple procedure to calculate his productive labor cost, because he has the production expectancy available to him from each department.

As a pilot study, we have selected trousers being processed in the finishing department. We have established 43 individual quality points that must be present to achieve the A quality level. In the D quality level, which is the lowest, we have 22 of these quality points represented. We have established the equipment necessary for all of the quality levels. We have now set up methods for quality level B and C, and we have set standards for the methods that have been established.

The next step for us to follow is to establish methods for quality level B and A and, of course, the time standards to go with these methods.

It is interesting to note that the pieces per hour produced are much higher for quality level D than for C and we expect that they will be much higher than the pieces per hour produced in quality levels A and B. This is because more productive labor is required when you reach a higher quality level. Of course, as the productive labor increases the productive cost increases. Hence if you are to maintain the same margin of profit, your selling price would have to increase proportionately.

Future benefits

This pilot study is only the first step of many that we will have to take to complete the over-all project. However, it is laying the foundation for future research that will accomplish the following objectives. A drycleaner will be able to:

1. Select the quality level he wishes to produce from one of four choices.
2. Determine what equipment is necessary to produce this level of quality.
3. Arrange this equipment into an efficient layout for each operation.
4. Determine the size building needed for his volume.
5. Train his employees by using the recommended methods for each operation.
6. Calculate what his productive labor will be and, indirectly, how much profit he should expect to make.
7. Understand other drycleaning operations because the methods and procedures used will have been standardized and he can compare them with his own operation. # #

"But we depended on them for the party!"

New *National* Invoicing and Pricing Machine...

cuts invoicing work and costs by as much as 50%!

- Prints easy-to-read description of each garment and charge. Eliminates checking of long pre-printed lists, illegible handwritten items and figures.
- Automatically adds and prints total of charges on each invoice, provides grand total of all invoices. Prints date.
- Eliminates errors caused by mental addition, saves auditing time in front office.
- Machine-printed lists speed assembly of finished garments, assure accuracy.
- All invoicing, pricing and marking done in one place, by one individual—minimizes chances of error, saves time.
- Saves time for drivers and clerks, because they need write only customer's name and address.
- Invoices printed on NCR (No Carbon Required) paper. Multiple copies are smudge-free.
- Neat, machine-printed invoices build customer confidence, good will.
- *Extra* protection—machine-printed invoices cannot be altered.
- At least twice as fast as handwritten invoicing methods.

The New National Invoicing and Pricing Machine *was specially designed for Laundry and Cleaning businesses. It combines the functions of a regular National Adding Machine with all the above specific advantages which are so vital to efficient Invoicing and Pricing operation. You'll be amazed at the money it saves you. For a complete demonstration of this remarkable new machine, call the nearest National branch office or National dealer. They are listed in the yellow pages of your phone book.*

THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio

989 OFFICES IN 94 COUNTRIES

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National

ADDING MACHINES • CASH REGISTERS

ACCOUNTING MACHINES

NEWS

FROM THE ALLIED TRADES

Coulter Becomes New Multi-Clean President

E. V. COULTER

W. E. WESTERDAHL

E. C. HESLI

Following the sudden death of Norman H. McRae, the board of directors of Multi-Clean Products, Inc., St. Paul, Minn., has announced the election of new officers. E. V. Coulter, formerly vice-president, was named president and general manager, succeeding Mr. McRae. Other new officers chosen were: E. C. Hesli, vice-president and general sales manager, and William E. Westerdahl, secretary. C. A. Halverson was reelected treasurer.

Mr. Coulter and the late Mr. McRae were co-founders of Multi-Clean Products, Inc., in 1934. The firm has grown to be one of the largest manufacturers offering a complete line of floor machines, floor and rug maintenance materials, and industrial vacuum cleaners.

Mr. Hesli joined Multi-Clean in 1947 as a sales representative. He was promoted to general sales manager in 1951, and has been a member of the board of directors for several years. He is a graduate of the University of Minnesota.

Mr. Westerdahl heads his own firm of cost accountants in Minneapolis. He is a 1934 graduate of the University of Minnesota's School of Business Administration.

Prosperity Announces Sales Staff Changes

The Prosperity Company, Syracuse, N. Y., has promoted Walter C. Cooper to district sales manager for its metropolitan New York, New Jersey and Philadelphia area.

Walter C. Cooper, manager of Prosperity's New England district, was promoted to the district managership of this East Coast territory formerly handled by S. G. Braun, Inc., a Jersey City distributor. Sydney Weinryb, former sales manager for Braun and more recently acting in this capacity for Prosperity, was named assistant district manager of this new setup.

Mr. Cooper's headquarters are located at 404-414 Tonnele Ave., Jersey City, N. J.

Prosperity sales representative George W. Cooper was promoted to his brother's post as district manager in New England.

William R. Morgan, general sales manager, who made the announcement, said additional servicemen will be added to Mr. Cooper's territory so that Prosperity customers will have better service.

Mr. Morgan has also annouced the appointment of Sidney Licht as sales representative for the Jersey City office. Mr. Licht formerly owned Licht's Kleen Rite Stores, Inc., of Brooklyn, N. Y., and was associated as field technician and salesman with a chemical and machinery firm, respectively.

Almore Welcomes Visitors

The Almore Dye House, Chicago, Ill., recently played host to three members of the French cleaning, dyeing and laundry industry. Under the technical guidance of Arthur Teichner, the French dyers spent most of the day examining the processes and equipment at Almore, including the handling of some of the new synthetics. Robert Teichner took over for the office and business management section of the tour.

The French cleaners who made the trip to this country under French Government sponsorship were Paul Lampriere of La Teinturerie de Lyon, Lorient; Jean Petitprez of Teintureries Rossel, Roubaix, and Pierre Chounet of Teintureries Lyonnaise, Paris.

New Detrex Vice-President

H. R. NORGREN

A. O. Thalacker, president of Detrex Chemical Industries, Inc., Detroit, Mich., has announced the appointment of H. R. Norgren as vice-president in charge of drycleaning sales.

Mr. Norgren became a member of the Detrex sales staff in 1934. In 1940 he was named sales manager of the Drycleaning Division. He became general sales manager in 1947, an assignment he has held until now.

Huebsch Assigns Dersch

FRED J. DERSCH

The Huebsch Manufacturing Co., Milwaukee, Wis., has named Fred J. (Mickey) Dersch as Western sales manager. Mr. Dersch has been associated with many phases of the laundry and drycleaning industry since 1936. He will work closely with Huebsch dealers and laundries and drycleaners in his area, as an adviser on the use and sales of Huebsch laundry and drycleaning equipment.

Butler Cuts Prices

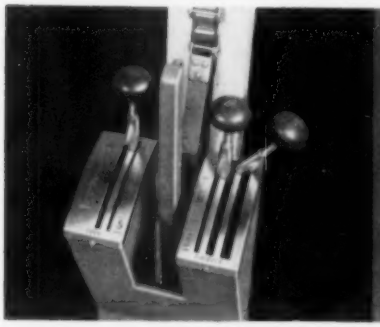
Price reductions varying from 4 percent to 14 percent on most major machinery items have been announced by the Dry Cleaners Equipment Division, Butler Manufacturing Company, Kansas City, Mo.

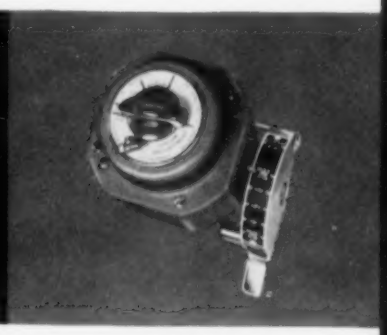
"Reversing the price spiral with lower prices when costs are generally going upward was accomplished through a number of moves," states Howard J. Martin, Division sales manager. He explained that because of increased volume, material and labor costs have marginally decreased. He added that Butler has made major production changes to reduce costs and maintained rigid control on distribution, service and installation costs.

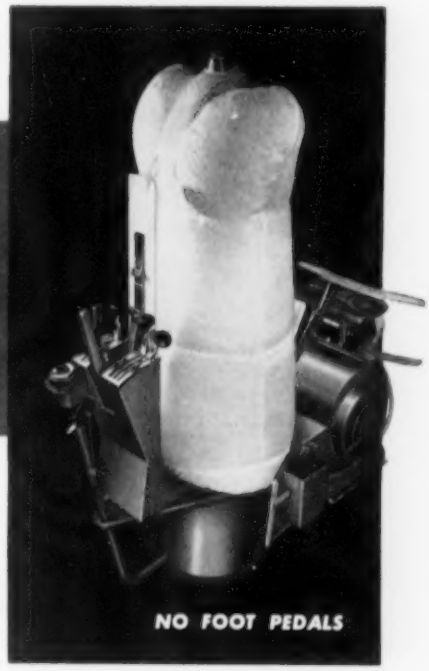
Last October Butler launched a cost-reduction program to effect savings without changing the quality of the product. This program included every depart-

SAVE TIME!

operator can do other work while the CISSELL FORM FINISHER steams... dries... and cuts off automatically







★ Lever adjusted nylon form

Simple! Fast! Accurate! Levers regulate size of nylon form at waist, hip, and lower positions, by moving back and forth in a horizontal plane and quickly locking into position. Position markings for levers enable operator to reset to the exact adjustments required for a known garment style or size. Fumbling and guesswork with controls are eliminated. Actually, you get a more uniform finish . . . your operator is less tired. It's no wonder operators say, "This is the greatest advance made to date in steam-air finishing."

★ Cissell-built Time Switch does the job

Count on its dependable operation, day-in, day-out. Totally enclosed in a metal case for protection and mounted at a convenient height for ease of operation. Timer Knob may be rotated to reset air or steam cycle. Steam cycle adjustable — air cycle fixed.

CISSELL FORM FINISHER with one set of #11 Sleevers, one set of #24 Sleevers, and one Cissell Vent Clamp, $530 F.O.B. Louisville, Ky. Guaranteed for one year against manufacturer's defects.

★ Controlled air pressure *plus* air while steaming

Air pressure adjustable, at front of machine, from minimum to maximum or to any intermediate stage quickly and easily. And, in addition, you may have AIR WHILE STEAMING! Think what this means to you! Now you may adjust air flow for the sheerest fabrics and shape perfectly the heaviest garments WITH SAFETY . . . air while steaming to finish chamois or suede-lined coats and jackets and all types of hard-to-work, heavy materials just as simply as you finish silks and lightweight wools.

Finish any style or size—from the smallest child's garment to the largest adult's garment.

Cissell vent clamp for short garments.

★ Built for Years of Service

Shoulder form — a self-contained unit . . . stainless-steel frame . . . Cissell-built steam valve . . . and every quality feature you expect from Cissell.

CISSELL

Consult Your Jobber

W. M. CISSELL MFG. CO., INC. — LOUISVILLE 1, KY.

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles
Foreign Distributors write Export Dept.—Cable Code "CISSELL"

ment — engineering, manufacturing and service. Most substantial savings were made as a result of the program. For example, a new building was established into which all the manufacturing facilities could be consolidated. More component parts are now being produced which formerly had to be purchased. Interchangeability of parts between synthetic and petroleum units accounts for additional economies. The increase in both size and quality of service and crews also played important roles in reducing costs.

Two American Laundry Officers To Serve on Board

RAYMOND ANTHONY

FRED H. ALLEN

Stockholders of the American Laundry Machinery Company, Cincinnati, Ohio, have elected Fred H. Allen, treasurer, and Raymond Anthony, general sales manager, to the company's board of directors. The report was made by James M. Garvey, president of the firm.

Fred H. Allen fills the board vacancy created by the retirement of J. F. Allen, former vice-president and treasurer. Fred Allen, who joined the American Company in 1930 as an auditor, was appointed controller in 1942 and elected treasurer in 1956. Before his association with the American Company, he was treasurer and director of The J. A. Fay and Egan Co.

Mr. Anthony succeeds retired general factory manager J. J. Dewey. Before becoming general sales manager in 1954, Mr. Anthony held the office of assistant general sales manager. Previously he had been sales coordinator for the company's Drycleaning Division and also assistant to the general sales manager. A graduate of Williams College, he joined American in 1924 and advanced in the survey engineering and sales departments to become manager of the company's New York office before coming to the Cincinnati offices in 1947.

New Pantex Chief

At the annual stockholders meeting of Pantex Manufacturing Corporation, Pawtucket, R. I., Robert J. Beede submitted his resignation as president. He was again elected to the board of directors. Norbert H. House was elected president of the company. Mr. House, as treasurer of Pantex for many years, has been closely associated with Mr. Beede, and was named a director in 1950.

The board of directors elected are: Robert J. Beede, Philip C. Gifford, Daniel W. Hickey, Norbert H. House and Timothy J. Mee.

Bales Represents Caled

LEONARD L. BALES

Warren K. Cooley, president of Caled Products Company, Brentwood, Md., has announced the appointment of Leonard L.

ALL GONE!

Stains . . . Spots . . . Blood, Ink, Rust, Paint—

SOLVINK *SOAKS 'EM OUT IN SPLIT SECONDS!*

Fast as . . . 1 . . . 2 . . . Solvink gently, safely, soaks deep, soaks out spots and stains, ink and paint, blood and rust.

Guaranteed harmless to all fine fabrics and all fast colors when "Solvinked" as per directions.

Nothing in the world faster, easier, more economical. A real money-maker because it's a real labor-time saver and a genuine customer-satisfier.

Never have you bought so much for so little: Only $2.25 for half-pint set of two Solvink solutions. Comes also in pints, quarts, gallons. Try a free sample and prove it; or waste no time: get a trial order from your jobber. For sample send coupon below.

There's lots of profit for you in these companion products, too.

TANSOL—for tannin stains
IODASE—for iodine stains
GREENZYME—Digestant
SIZ-IN—Hot size

Free Solvink Sample for Skeptics

Greenville Chemical Co., Greenville, S. C.

I'm interested. Send me free Solvink 2-bottle sample for test without obligation

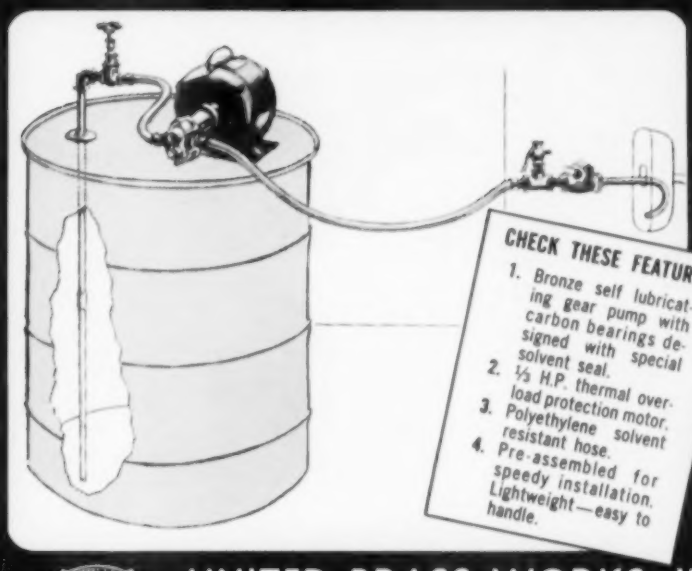
Name

Address

GREENVILLE CHEMICAL COMPANY
POST OFFICE BOX 1087, GREENVILLE, SOUTH CAROLINA

the NEW REVOLUTIONARY...

UNITED SOLVENT PUMP UNIT



Transfers solvent to the cleaning machine *AUTOMATICALLY* at the rate of 4 gallons per minute.

This unit is complete with every fitting needed for immediate installation and can be installed in less than 15 minutes with no special tools. It can be changed from one drum to another in a matter of minutes.

Price includes complete unit with 8' hose. $87.50

UNITED BRASS WORKS, INC.
1589 ATLANTIC AVE., BROOKLYN 13, N. Y.

ORDER THROUGH YOUR JOBBER

Bales as sales and service representative for the Northwest territory. This area includes the states of Washington and Oregon.

Leonard Bales is well known in this section of the country, having spent over 20 years in the drycleaning industry as plantowner and manager. Mr. Bales assumes his new duties immediately.

Dicalite Promotes Three Staff Members

E. J. MANION

GORDON B. HALVORSEN

In connection with the recent consolidation of two divisions of Great Lakes Carbon Corporation into the newly organized Mining and Mineral Products Division, three personnel changes have been reported by D. Loring Marlett, vice-president and general manager of the new division.

G. A. Russell, formerly general sales manager of the Dicalite Division, has been designated general sales consultant until his retirement on October 1, 1957. Mr. Russell has been associated with Dicalite for over 25 years, and has been general sales manager for about two years. He represented Dicalite in Kansas City, Mo., and Chicago, Ill., for a number of years, and since 1951 has been located in the Division's main office in Los Angeles.

E. J. Manion, formerly assistant general sales manager, Dicalite Division, has been promoted to general sales manager of the newly organized Mining and Mineral Products Division, with headquarters to continue in Los Angeles. A member of the Dicalite Division sales department for 15 years, he was district sales manager, New York City, for 13 years, and was transferred to Los Angeles about a year ago.

Gordon G. Halvorsen, formerly district sales manager, Dicalite Division, Cleveland, Ohio, has been promoted to assistant general sales manager, Mining and Mineral Products Division. He will continue to make his headquarters in Cleveland. Mr. Halvorsen joined the Dicalite organization in 1940 as a chemical engineer, and since 1945 has been district sales manager in Cleveland.

New Buckeye Representative

JAMES H. McDANIEL

James H. McDaniel has been appointed a technical sales representative for the Buckeye line of drycleaning products by the Davies-Young Soap Co., Dayton, Ohio. Mr. McDaniel's territory includes Colorado, Wyoming, New Mexico and Utah.

Mr. McDaniel has over 20 years experience in the drycleaning field. He will assist drycleaners in installing the "lint-free, cling-free" patented drycleaning process developed by Davies-Young.

Continued on page 100

SEND GARMENTS FOR DYEING TO

ALMORE
DYE HOUSE

4412 WENTWORTH AVE., CHICAGO 9, ILL.
Leon Teichner, President
Continuously in Business since 1919

...the dyeing name of undying fame

Continued from page 99

West Coast Office for Butler

WEBB D. MORROW

Operation of a new regional sales office in Los Angeles, Calif., has been started by Butler Manufacturing Company, Kansas City, Mo. Howard J. Martin, sales manager for Butler's Dry Cleaners Equipment Division, also announced that Webb D. Morrow, Jr., who formerly headed the East Central region, has been transferred to the West Coast. Mr. Morrow will work closely with the Butler distributor, Goss-Jewett and Company, Inc., in Southern California and guide expansion to the principal markets in San Francisco, Portland and Seattle.

Associated with Butler for the past four years, Mr. Morrow has held such positions as East Central regional manager and Midwest regional sales representative. His background before coming to Butler included administration management, sales management and district management with the Santa Fe Railroad, Ford Motor Company and Clipper Manufacturing Company.

Ajax Assigns Distributor

George Strike, sales manager of Ajax Pressing Machine Company, Salt Lake City, Utah, has announced that the Gardner Machinery Distributors Ltd. has been appointed an authorized Ajax distributor for the Province of Ontario. The distributor is located at 229 Queen St. E., Toronto, Ontario, Canada.

Lou Cappe, president of Gardner, is in charge of machinery sales. The firm has undertaken a complete program for the sales, service and parts for the entire line of Ajax laundry, linen supply and drycleaning presses.

Davenport Becomes Unipress Chairman

JOHN T. DAVENPORT

IRA C. MAXWELL

John T. Davenport, president of Atlanta Distributing Co., Atlanta, Ga., and a director of Unipress Company, Minneapolis, Minn., has been elected chairman of the board of Unipress.

Officers reelected to their positions are Ira C. Maxwell, president; A. J. Kwakkernaat, vice-president, and W. H. Krussow, secretary-treasurer.

In addition to the officers the following directors were named: I. Brooks, B. M. S. Laundry Machinery Co., Cleveland, Ohio; Morris Landau, Cummings-Landau Laundry Machinery Co., Brooklyn, N. Y.; Norman Engebretson, F. & E. Sales Corp., New Albany, Ind.; Hugh G. Henderson, Hugh G. Henderson Co., Houston, Tex., Willis A. Pellerin, Pellerin Laundry Machinery Sales Company, New Orleans, La.; Archie G. Israel, Talley Laundry Machinery Co., Greensboro, N. C.; J. L. Thomas, Ed. L. Thomas Co., Jacksonville, Fla., and J. J. Cohen, Universal Laundry Machinery Co., St. Louis, Mo.

PEOPLE AND PLACES

SOUTH WEST

Fred Trevino has announced plans to purchase Ethel and John Cleaners, 1439 W. Jefferson Blvd., Los Angeles, Calif., from John and Ethel Williams.

Broadway Cleaners is under construction at 568 Broadway, Sonoma, Calif., it has been announced by Louis Ferrante.

DeLuxe Cleaners, Laredo, Tex., has been moved to new quarters at 519 Park.

A grand opening was scheduled recently for Royal Cleaners, 2600 W. Beverly Blvd., Montebello, Calif.

Mr. and Mrs. W. A. Davis have taken over Unique Cleaners, Terrell, Tex.

Mrs. Mary Ruth Sutherland has purchased Hughey's Cleaners, Wellington, Tex., and renamed it The Perfecto Cleaners.

G. R. Varvel has opened a drycleaning establishment at 2404 E. 13th St., Wichita, Kans.

Russell A. Holoboff has announced plans to purchase Larchmont Cleaners, 13629 Paramount Blvd., Hollydale, Calif., from Ellwood C. Roessler.

Valley Cleaners, 10051 Cedar St., Bloomington, Calif., has opened its second plant, in the new Cedar Plaza Shopping Center.

Ronald D. and Angeline M. Honney have announced plans to purchase Sherwin Cleaners, 2204 Colorado Blvd., Los Angeles, Calif., from Mac Studner.

New equipment has been installed in Fitzgerald's Cleaners, 206 N. McKinney, Ennis, Tex. The firm is owned by Carlos Fitzgerald.

Mr. and Mrs. James K. Hill have opened a drycleaning establishment in the Cedar Street Shopping Center, Bloomington, Calif.

A grand opening was held recently by Village Cleaners in its new location at 83 Orinda (Calif.) Highway. The establishment, owned by Ernest and Lola Poll, also celebrated its tenth anniversary.

Risk's Esquire Cleaners has been opened at 3838 E. Thomas Rd., Phoenix, Ariz., by Mike Risk.

Frank Mancinelli, owner of Valet Cleaners, 562 E. Main St., has purchased property at Roanoke and Main, El Cajon, Calif., for the establishment of a drive-in drycleaning plant.

O. Q. Menzie has opened a drycleaning establishment at 3106 E. Illinois, Dallas, Tex.

John Rosen has announced plans to purchase Star Cleaners, 4800 W. Washington Blvd., Los Angeles, Calif., from Max Haller.

Prince Albert Cleaners has been moved to larger quarters at 1640 Centinela Ave., Inglewood, Calif. Al Darsa is the owner.

Mike Allison, operator of City Cleaners, Pecos, Tex., has announced the purchase of Drive-In Cleaners and the leasing of the building from Dick Chambers. The equipment at City Cleaners will be moved to the Drive-In Cleaners location at Oak and Fifth Sts.

Peerless Cleaners and Laundry has opened a branch in the Parkdale Plaza Shopping Center, Corpus Christi, Tex.

Mr. and Mrs. George White have purchased DeLuxe Cleaners, 15580 Seventh St., Victorville, Calif., from Bob Richardson.

Bell Cleaning & Laundry has announced the opening of its greatly enlarged plant at 1454 Zangs, Oak Cliff, Tex.

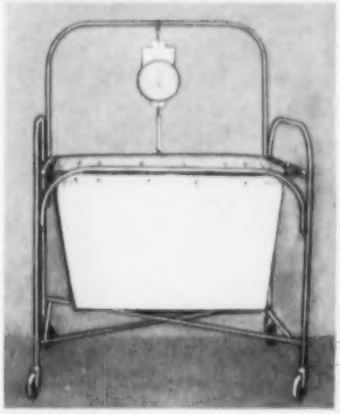
Mrs. LaVetta Fansler has leased property at 133 E. Bonita Ave.,

For Long Economic Service Use Newhouse Quality Scale Baskets

NEW NU-WEIGH DELUXE BASKET

All steel frame. Removable heavy duty canvas basket has 10-bushel capacity. Sturdy hanging scale weighs up to 150 lbs. 4 inch ball-bearing casters for easy rolling.

Price **$129.50**



NU-WEIGH STANDARD SCALE BASKET

16" x 18" x 32" heavy gauge steel wire basket with removable plastic liner. Capacity 60 lbs. Scale and basket mounted on steel carriage with 3" ball bearing casters. Weight figures are reflected in magnifying mirror and plainly visible without stooping. **$69.50**

Send for '57 Catalogue

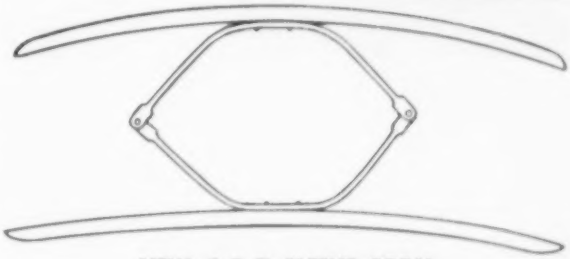
NU-WEIGH ECONOMY HANGING SCALE

Ideal Scale for selling service by weight. Heavy gauge metal basket. Attractive scale graduated to pounds and half pounds. Approved by Dept. of Weights and Measures. Capacity up to 100 lbs.

Scale and basket as shown **$39.75**

With stand add	$15.00
Scale alone	18.00
Basket alone	22.00

Sold through Drycleaning and Laundry Jobbers



NEW 3-B-7 SLEEVE FORM

New-type, non-breakable hinge. For Adjusto-Form or coat machine. Length 23", exp. 11". **Pair $5.50**

NEWHOUSE SPECIALTY CO., INC.

3827 San Fernando Road, Glendale 4, Calif.

FORMULA 101

PRE-SPOTS ALL PILE FABRICS *EFFECTIVELY!*

MOVES COLLAR-CUFF SOIL *SAFELY!*

- Moves *difficult stains* from any fabric
- Moves *crease-mark* soil from Orlon Dynel
- Use on board, wet or dry side
- Ideal for charge . . . for all systems

AVAILABLE THROUGH THESE JOBBERS & DISTRIBUTORS . . . NOW

M. M. BADDELEY, INC. *Pittsburgh, Pa.*
CAMPBELL FRAZIER SUPPLY CO. *Kansas City, Mo.*
CARMAN SUPPLY CO. *Cleveland, O.*
CLEANER SALES & EQUIPT. CO. *Brooklyn, N. Y.*
DALLAS TAILOR & SUPPLY *Dallas, Tex.*

M. GILLSTON, INC. *Hartford, Conn.*
A. GOODMAN, CO. *Chicago, Ill.*
J. GUSS & SONS, INC. *Washington, D. C.*
IDEAL CHEM. & SUPPLY CO. *Memphis, Tenn.*
KLIEGMAN BROS., INC. *Brooklyn, N. Y.*

J. LEVIN SONS, CO. *Detroit, Mich.*
WILLIAM LYNN CHEM. CO. *Indianapolis, Ind.*
M. L. SUPPLY CO. *Akron, O.*
RUDOLPH RAMELLI, INC. *New Orleans, La.*
F. H. ROSS & CO. *Charlotte, N. C.*

SCIENTIFIC SUPPLY CO., INC. *Denver, Colo.*
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TRI-CITY SUPPLY CO. *Chicago, Ill.*
L. WASSERSTROM & CO. *Toledo, O.*
YARBROUGH SUPPLY CO. *Nashville, Tenn.*

manufactured by **FUR-FEEL CORP., 231 EAGLE ST., B'KLYN 22, N. Y.** developers of the nationally recommended pile coat cleaning and finishing process

San Dimas, Calif., for the establishment of a drycleaning concern.

Nu-Way Cleaners on N. Gale Hille Ave., Lindsay, Calif., which has been operated by Mr. and Mrs. C. E. Craig for the past 19 years, has been sold to Mr. and Mrs. John Dmek.

Orchid Cleaners has opened a branch in the new Nave Shopping Center, Novato, Calif. Phil Landa is proprietor of the concern, which has its main plant in Larkspur.

E. M. and Laura B. Scales and Ed and Violet Walter have announced plans to purchase Canyon City Cleaners, 713 N. San Gabriel Ave., Azusa, Calif., from Kenneth and Betty L. Muma.

One-Hour Valet has opened a new unit, its thirteenth in the area, in the Park Central Shopping Center, Phoenix, Ariz.

Denys R. Slater, Jr., has been named a vice-president of Fishburn Cleaning & Laundry Co., Dallas, Tex.

Bernice Welch has opened a drycleaning establishment at 312 Pujo St., Lake Charles, La.

Philpot Dry Cleaners, Bruner Bldg., Oak Ridge, Tenn., is now under full ownership of Delbert and Dee Philpot. The co-owners have bought out the one-third interest of Richard Foley.

Thomas L. Dixon has opened a drycleaning establishment at 110 Meridan Ave., St. Matthews, Ky.

SOUTH EAST

J. C. Burns has opened a drycleaning establishment at Madison and William Sts., Huntsville, Ala.

Thompson Cleaners has been opened at 1956 Blanding Blvd., Lake Shore, Fla.

Darby Cleaners has been opened in the South Gate shopping center, Sarasota, Fla. The firm is headed by Ben A. Darby.

A grand opening celebration was scheduled for Lofton's Dry Cleaning and Launderers, Hyattsville, Md., by Julius and Gene Gross, owners.

Fashion Cleaners has been opened in Cross City, Fla., by Marvin Langston.

Mr. and Mrs. Harry Grubbs have opened Lake Butler (Fla.) Cleaners on Main St.

DOMINION of CANADA

Mr. and Mrs. Marcel Marcotte have announced plans to open a drycleaning establishment in the Orange Lodge Bldg., Kinistino, Sask.

Vern Christian has opened Prim Cleaners, 816 Golborne Rd., Sarnia, Ont.

Don Schelew Ltd. has opened a new service store at 109 Gottingen St., Halifax, N. S.

New drycleaning equipment has been installed in K & M Cleaners, Oshawa, Ont.

King City (Ont.) Cleaners and Laundry has been opened at 28 S. Keele St. The proprietors are Ken Petten and Ron Carter.

A formal opening was held recently at Superior Dry Cleaners, located on King St., Welland, Ont.

Barth's Cleaners and Shirt Laundry has been opened by Philip Barth in Richmond Hill, Ont.

Fire caused an estimated damage of $60,000 recently at Canadian Dyers and Cleaners, Queen St. E. and Coxwell, Toronto, Ont.

Some 250 persons attended the official opening of Bowmanville (Ont.) Cleaners and Dyers Ltd., at 84 King St. W. Brothers Carl and Ed Leslie are the owners.

New drycleaning equipment has been installed in Tisdale (Sask.) Dry Cleaners, it was announced by Orest Dubick.

Announcement has been made of the opening of Modern Cleaners, 321 Olive Ave., Oshawa, Ont.

NORTH EAST

Robert A. Flaxman has opened a drycleaning establishment at 256 Dixwell Ave., New Haven, Conn.

Mayor George E. Lechtrecker officiated at the ribbon-cutting ceremony that marked the grand opening of Kay's Cleaners & Launderers, 18 West Ave., Patchogue, N. Y. Ralph Chiuchiolo and James Fornataro are partners in the firm, which also operates a branch on Montauk Highway in Bayport.

Tulip Drive-In Cleaners and Shirt Launderers has been opened by Louis Levin and Leo Marlin at Tulip and Covert Aves., Stewart Manor, N. Y.

A grand opening was held recently at One Hour Dry Cleaning, 474 Main St., Woburn, Mass.

An open house marked the grand opening of Montrose Cleaners in its new location on Grow Ave., Montrose, Pa. Werdon H. Allen, Jr., is the owner.

Specialty Cleaners, 1325 E. Second St., Plainfield, N. J., has filed articles of incorporation. Incorporators are Mildred and Ernest Vessels and Billy Jo Robinson.

Herbert Tedesco has opened a drycleaning establishment at 903 18th Ave., Newark, N. J.

Howard Cleaners has been opened in the Hayes Bldg., Main St. and Wells Ave., East Hartford, Conn.

A $35,000 addition is being constructed at the M & M Drive-In Cleaners, 11 N. Chapel St., Newark, Del., according to John A. McCambridge, proprietor. It will accommodate a fur storage vault and a shirt laundry.

The purchase of Gardner's Cleaners, Charleston, W. Va., has been announced by Omer Elam.

A certificate has been filed for the conduct of Sunnyside Cleaners, 536 Carothers Ave., Glendale, Pa., by Henry J. Barus.

Spic-n-Span Cleaners, Kittanning, Pa., held a grand opening recently in its new location at 157 N. McKean St.

Kleinhan's Dry Cleaners has been opened at 5518 Main St., Williamsville, N. Y.

Paul G. Kurukian has announced full ownership of Mayfair Cleaners, 230 Worthington St., Springfield, Mass.

Trumbull Cleaners has been opened in the Trumbull Shopping Center, White Plains Rd., Bridgeport, Conn., by Louis Regina, Jr.

Jems Cleaners is now at 1204 W. Post Rd., Mamaroneck, N. Y., having moved recently from 1210 W. Post Rd. The business is operated by Dan Pugliese and Sal Rinaldi.

A drycleaning establishment has been opened at 84 Washington St., Quincy, Mass., by Frank Berman.

A drycleaning establishment has been opened at 211 Brook Ave., New York, N. Y.

A certificate has been filed for the conduct of Nu-Wilkins Cleaners & Dyers, 707 Ardmore Blvd., Wilkinsburg, Pa., by Robert Teets.

Thomas N. Blanchard has purchased Hewitt Dry Cleaners, 209 S. Main St., Elmira, N. Y., from William A. Hewitt.

A $50,000 modernization project has been completed at Dorraine Cleaners, 509 N. Trenton Ave., Atlantic City, N. J. The establishment has three branch stores, located at 1506 Pacific Ave., Montpelier and Atlantic Aves. and 5212 Ventnor Ave.

John C. Fiore, owner of Jay's Cleaners, 125 Howard St., Framingham, Mass., has announced the purchase of Queen Cleaners, 10 Union Ave., from Raymond Miller.

NEW SPEED, NEW SAVINGS AT AMAZINGLY LOW PRICES

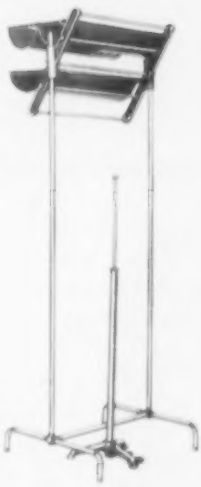
WITH JIFFY

Here's how you'll save with a JIFFY Cuff Brusher. Save time by cleaning cuffs and pockets in seconds. Save solvent by removing filter - clogging lint and dirt. Save space—the JIFFY takes only 12 by 16 inches of floor space. Save on upkeep—the JIFFY is engineered for trouble free operation. Guaranteed for one year, ready to plug in anywhere, you can't beat the quality features in the JIFFY at any price, and you can't beat the low, low price anywhere.

Standard model,
fully equipped $115.00

Deluxe model,
the best you can buy $129.50

Now the JIFFY Bagger speeds your PLASTIC and PAPER bagging with BOTH floor and ceiling models at the lowest prices offered anywhere. Takes up to four sizes of bags. Simple, fool-proof construction, easy to load and operate, delivers one plastic bag at a time. Trays easily removed for simple, easy loading, takes up very little space. You can't afford to be without one at these lower than low prices. Order by number.



Floor Model

Best for Plastics, Too

Ceiling Model

JIFP60, complete floor model ..... only $89.50
FP60, floor rack only $67.50
JICP60, complete ceiling model $75.00
CP60, ceiling rack only $52.50
JI, bagging stand $23.50
Jiffy paperbag models available at lower prices.

Order Now from your supplier

MEDALIE MFG. CO.
213 1st AVE. No. MINNEAPOLIS, MINN.

There are 2 kinds of cleaners WHICH ARE YOU?

THE KIND THAT'S TRIED THE NEW GROSS STAR TRIPL-SAFE AND IS CRAZY ABOUT IT

THE KIND THAT HASN'T TRIED GROSS STAR TRIPL-SAFE AND DOESN'T KNOW WHAT HE'S MISSING

Super safe for *all* fabrics—nap-grained press surface with built-in steam-filter

3 SCREEN SAFETY

PERFORATED LINER breaks up steam

FILTER SCREEN distributes steam

PRESS PLATE napped surface is part of plate—not "sprayed on"

LOW COST TRIPL SAFE GRID PLATE

Under 46" $29.75
Over 46" $38.75
Mushroom $21.75

Single Plates Still only
Under 46" .. $16.85
Over 46" .. $21.75
Mushroom .. $12.50

From your jobber—Insist on this famous nameplate

GROSS STAR GRID PLATE *"for Better Pressing"*
MFD BY L. BEHRSTOCK CO. 1708 S. STATE ST.
CHICAGO 16, ILLINOIS TEL. DAnube 6-6022

INCREASE PROFITS WITH BERLOU MOTHPROOFING SERVICE

Since 1930; used by MORE professional mothproofers than all other mothsprays combined. Mail this ad with your letterhead for your copy of Berlou's Profit Builder Plan. Berlou Mfg. Co., 435 Monroe Street, Marion, Ohio. In Canada, The Berlou Company, Ltd., London, Ontario.

Mayor Paul V. Shaughnessy officiated at the ribbon-cutting ceremony which marked the grand opening of Wal-Lex Cleaners, located in the Wal-Lex Shopping Center on Lexington St., Waltham, Mass.

Rockland County Cleaners and Dyers, 175 Broadway, Haverstraw, N. Y., is now under sole ownership of Samuel Honigstock, who had been associated with Isidore Shepsky in the operation of the business.

Speedy Cleaners, Inc., has opened its eighteenth branch, at 2890 Dewey Ave., Rochester, N. Y.

New drycleaning equipment has been installed in Williams Cleaners, Granville, N. Y., according to W. J. Williams, proprietor

A ribbon-cutting ceremony marked the opening of LaReine Swan Inc., formerly known as Swan Cleaners, in its new location at 54 Chestnut St., Ridgewood, N. J.

Croton Cleaners and Launderers has been opened at Old Post Rd. and Grand St., Croton, N. Y., by Jerry Cusimano.

Ground has been broken for the construction of Paul Miller Drive-In Cleaners on Forest Ave., Port Richmond, S.I., N. Y.

Dean Stores of Westchester (County), N. Y., has been acquired by Irving and Morris Sanders. The brothers formerly operated Barrett - Nephews Cleaners in New York City and the Kent drycleaning chain in Long Island.

NORTH CENTRAL

New drycleaning equipment has been installed in Greenbush (Minn.) Cleaners.

Jack Buckley and Russell C. Laming have opened a drycleaning establishment at 431 Central Ave., Connersville, Ind.

A grand opening was held recently at Hammond Dry Cleaning Co., 335 Boulevard, New Philadelphia, Ohio. The plant, which was destroyed by fire February 16, 1955, has been completely rebuilt.

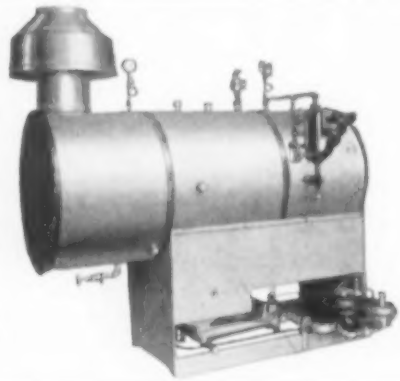
City Cleaners and Laundry, Mound City, Ill., owned by Carl Turner and William Ervin, recently held a formal opening in their new location in the remodeled First State Bank Bldg. on Main St.

Construction is under way on a new building on Main St., Greenwich, Ohio, to house Smitty's Cleaners. Alfred Smith, operator, expects to have the project completed by the end of August.

Plans to open Tom Chaney Cleaners and Laundry at 19 S. Sixth St., Council Bluffs, Iowa, have been announced.

Merger of Schubert's Cleaners, 218 E. Main St., Fort Wayne, Ind., with Peerless Dry Cleaning Co., 2010 S. Calhoun St., Fort Wayne, Ind., has been announced by Paul E. Lerch of Peerless. The Schubert operation will be discontinued, and operation of the two firms will be carried out in the Peerless plant.

Frank LoGiudice has opened Magic Odorless Cleaners, 12 Columbus St., Bedford, Ohio. Mr. LoGiudice operates a drycleaning plant in Solon.



GAS BOILERS
Vertical tubular
Vertical flueless
Portable horizontal

OIL BOILERS
Vertical tubular
Vertical flueless
Portable horizontal

Fully automatic units including boiler feed or complete return systems. All boilers ASME Code & National Board.

41st Year

Over 10 sq. ft. heating surface per H. P. all sizes of HRT's.

P. M. Lattner Mfg. Co. Cedar Rapids, Iowa

Dealers & Distributors most everywhere

Max Lobel has opened a drycleaning establishment at 16862 Joy Rd., Detroit, Mich.

Frank Hogan has purchased Elroy (Wis.) Cleaners from Erv Preuss.

Robert Hubbard and Leroy Rork have opened Trail Imperial Cleaners, Waterville, Ohio.

David Barr and Ralph Gordon Fritz have purchased Monon Cleaners, Winamac, Ind., from Jack Lozea.

Jay Fischer has opened a drycleaning establishment at 231 Main St., Findley, Ohio.

Cambridge Road Cleaners, Coshocton, Ohio, has been moved to a new location at 612 Main St., according to Eugene Knoff, operator. The operation will be known as Crystal Cleaners.

A drycleaning establishment on N. Ferry St., Vevay, Ind., was scheduled to be opened by Charles R. Leap.

Edward J. Markiewiez has opened a drycleaning establishment at 16645 Warren St., Detroit, Mich.

Bob's Cleaners has been moved to a new location in the Godfrey Bldg., 108 N. Water St., Salem, Ind.

Kenny Friedrichs has purchased Gibbon (Minn.) Dry Cleaning from F. S. Mickkelson.

Construction is under way at 1103 W. Fayette Ave., Effingham, Ill., to house Guffey's Cleaners, presently located at 406 W. Fayette Ave.

Modern Cleaners, Garner, Iowa, owned by Mr. and Mrs. Dean Johansen, has been remodeled.

Whisnant's Specialty Cleaners has been opened at 209 E. Shiawassee St., Lansing, Mich., by William and Myra Whisnant.

NORTH WEST

Mrs. Ethel Mitzel has purchased Oswego (Ore.) Cleaners on State St. from Mr. and Mrs. H. C. Webb.

New machinery has been installed in Pruett's Cleaners, Greybull, Wyo., by Mr. and Mrs. Melvin Pruett.

Julian and Evelyn Soland, owners of Westhope (N. D.) Dry Cleaners, have purchased a drycleaning establishment in Dunseith.

Ray Reed and Don Krieger have purchased Ketchum Cleaners, 1077 S. 10th, Hillsboro, Ore., from Charles K. Ketchum.

James Ross has opened a drycleaning establishment at 19 First Ave., Roundup, Mont.

Rawlinson's Cleaners will lease space in the new Oswego (Ore.) Shopping Center to be constructed on the Pacific Highway.

OBITUARIES

Whitcomb Lee Agee, 72, president of Vogue Cleaners and Laundry, Tampa, Florida, died April 2. Mr. Agee was one of the founders of the Tampa Institute of Launderers and Dry Cleaners, and served as treasurer for more than ten years. He was past president of the Tampa Business Men's Club and a member of the Kiwanis and Elks Clubs. Surviving are his wife, one son and three daughters.

Emmet P. Casey, 52, owner of Cardinal Cleaners, Palo Alto, California, died recently in a fire at his home. Mr. Casey was a member of the Palo Alto Elks. He is survived by his wife and two sons.

Arthur C. Demaree, Sr., 79, former operator of A. C. Demaree Cleaners, Indianapolis, Indiana, died recently. Mr. Demaree operated the drycleaning establishment for twenty-

BOCK LAUNDRY MACHINE COMPANY
TOLEDO 2, OHIO
10, 15, 25, 50, 85 LB. (DRY WEIGHT) EXTRACTORS

STORAGE VAULT, FUR AND SYNTHETIC CLEANING SUPPLIES

Haertel's Storage Vault and Fur cleaning supplies put added profits in your till.

- FUR SHEEN CLEANER for furs and pile coats
- POLAR SHEEN process for finishing
- FUR CLENE cleaning fluid
- TRI-X FUMIGANT

and Cleaning bags • Sponges • carding brushes • coat hangers • garment number guides • storage boxes • button covers • garment tags • storage receipts • and a complete advertising kit.

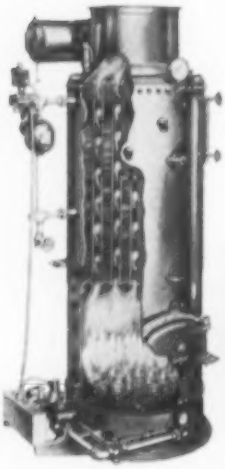
WALTER HAERTEL COMPANY
2840 Fourth Avenue South, Minneapolis 8, Minnesota

VERTICAL TUBULAR BOILERS

LOOKOUT

WITH GAS BURNER
AND AUTOMATIC CONTROLS

Where floor space is limited and cost a major consideration these boilers are an efficient and reliable source of steam. Because they are equipped with automatic controls factory wired and piped, the installation is simple and inexpensive.



Made in eleven sizes from 3 H.P. to 50 H.P. 100 lbs. working pressure.

LOOKOUT BOILER & MFG. CO.
CHATTANOOGA 1, TENN.
MANUFACTURERS OF
VERTICAL TUBULAR, VERTICAL TUBELESS, AND SCOTCH MARINE BOILERS FOR OIL, GAS, AND COAL.

how you can improve QUALITY

USE THE
Qualitex® PAD AND COVER
ON ALL YOUR DRY CLEANING PRESSES

The Qualitex Pad and Cover combines the superior pressing features of the famous Qualitex foam press pad and the more efficient and durable cover made of U.S. Royal Asbestall fabric. This combination, found only in the Qualitex Pad and Cover, is engineered to give you the most ideal pressing surface yet devised for a dry cleaning press. Ask your jobber this week about this amazing Qualitex Pad and Cover. You'll find that the Qualitex Pad and Cover actually costs less than cotton, or any other type of pads and covers that you are now using.

GUARANTEE
The Qualitex Pad and Cover is guaranteed to last a minimum of 4 months.

ORDER FROM YOUR JOBBER TODAY

Quality products company
5760 West Grand Avenue
Chicago 39, Illinois

eight years before his retirement in 1946. He was one of the enthusiastic promoters of the National Institute of Drycleaning and served as vice-president of the old National Association of Dyers and Cleaners during the year 1926. Mr. Demaree was a member of Masonic Lodge, Scottish Rite, Murat Shrine, and Rotary Club. He is survived by his wife, two daughters and a son.

Lena B. Krause, 58, vice-president of Central Cleaners, Washington, D. C., died recently. Mrs. Krause had been in ill health since September.

Norman H. McRae, 62, president of Multi-Clean Products, Inc., Saint Paul, Minnesota, died suddenly on April 24 at Belmond, Iowa, while on a business trip. Mr. McRae was co-founder of Multi-Clean Products, Inc., in 1934. A talented inventor, he was always on the lookout for new and better ways of helping the industry to which he devoted a lifetime of service. Mr. McRae was a member of the board of directors and a regional vice-president of the National Sanitary Supply Association and president of the Floor and Vacuum Cleaner Manufacturers Association. Surviving are his wife, two daughters and six grandchildren.

Eli Pitt, operator of Orange Cleaners, Washington, D. C., died on April 4. He is survived by his wife, two sons and two daughters.

Lafe L. Ripley, 51, owner of American Dry Cleaners, Muncie, Indiana, received fatal injuries in a car-truck collision. Surviving are his wife and daughter.

Edward H. Stewart, 70, president of Fenton Dry Cleaning Company, Dayton, Ohio, died in a Sebring, Florida, hospital from injuries suffered in an auto crash. Mr. Stewart and his wife were on vacation in Miami. Besides his wife, he is survived by two daughters.

Mrs. La Myra Wood, owner of La Myra Wood Cleaners, Monrovia, California, died at her home recently. She had been in ill health since last fall.

MEETINGS SCHEDULED

June 6, 7, 8 and 9—Laundry and Cleaners Allied Trades Association, Annual Convention, Mount Washington Hotel, Bretton Woods, New Hampshire.

June 13, 14 and 15—Mountain States Laundry & Dry Cleaners Association, Annual Convention, Stanley Hotel, Estes Park, Colorado.

June 21 and 22—West Virginia Laundry & Dry Cleaners Association, Annual Convention, Daniel Boone Hotel, Charleston.

August 9, 10 and 11—National Institute of Drycleaning Alumni Society, Back-Home Day, Shoreham Hotel, Washington, D. C.

September 12, 13, 14 and 15—Pennsylvania Association of Dyers & Cleaners, Annual Convention, Brunswick Hotel, Lancaster.

September 15, 16 and 17—Dry Cleaners Institute (Ontario) Ltd., Annual Convention, Royal York Hotel, Toronto.

NATIONAL MARKET PLACE

Where Buyers and Sellers Meet

10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion; 10¢ a word for subsequent, consecutive insertion. Minimum charge—$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge—$1.00 (new or repeat). Capitals or bold face type—double these rates.

Add five words if answers are to come to a box number to be forwarded by us. Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 10th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Rates for classified advertising are net. Classified advertising is not commissionable.

Mail Your Replies to Box Numbers to National Cleaner & Dyer, 305 E. 45th St., New York 17, N. Y.

CLEANING PLANTS FOR SALE

FOR SALE—Modern laundry and cleaning plant with storage vault in fast-growing Mississippi town. Good trade area, minimum competition. Established 30 years, two owners. 1956 volume $162,000. Building, equipment, trucks and land priced less than replacement. Will discuss reason for selling with interested buyer. **ADDRESS,** Box 8074, **NATIONAL CLEANER & DYER.** -2

BUFFALO, NEW YORK. Complete modern 1-hour synthetic drycleaning plant, centrally located, doing good business, all cash-and-carry. Owner retiring. Price $25,500. **ADDRESS,** Box 7979, **NATIONAL CLEANER & DYER.** -2

Modern laundry and drycleaning plant. Excellent location fast-growing San Francisco peninsula. Grossed $300,000 1956. Owner retiring. **ADDRESS,** Box 8012, **NATIONAL CLEANER & DYER.** -2

EXCLUSIVE drycleaning business, well equipped. Good lease including living quarters, excellent for couple. **TOP** prices (suits $2.50 up, ladies' suits $4.50 up, ladies' coats $12.50 up, sweaters $1.50 up). Cash-and-carry, sacrifice $10,000. Easy terms, retiring. Exclusive Cleaners, 606 South Main Street, Santa Ana, California. Phone KImberly 3-7977. 8008-2

CENTRAL FLORIDA: Complete laundry, drycleaning and rug shampooing plant. Over $40,000 gross business. Price $39,000 with real estate. **ADDRESS,** Box 7956, **NATIONAL CLEANER & DYER.** -2

CENTRAL CALIFORNIA, complete synthetic drive-in plant. Grossing $20,000 cash-and-carry. Full price with real estate, which includes $100 month rental—$50,000. Half down. Established 10 years. Great opportunity. **ADDRESS,** Box 8091, **NATIONAL CLEANER & DYER.** -2

For sale—modern cleaning plant in fast-growing west Texas town. Good business. All machinery in good condition. **ADDRESS,** Box 8085, **NATIONAL CLEANER & DYER.** -2

Small modern cleaning plant suitable for husband and wife. Located in southern California. Cleaning unit, two presses, puff irons, spotting board and sleever, 4-HP. Parker boiler, truck. Grossing around $16,000. Price $9,000. **ADDRESS,** Box 8119, **NATIONAL CLEANER & DYER.** -2

Solvent plant established 8 years. Northern Ohio town. Ideal for couple—$13,500. Reason for selling, wife left to operate alone. **ADDRESS,** Box 8084, **NATIONAL CLEANER & DYER.** -2

QUALITY PLANT, Martin unit, established route, rug machine rental. Central location. $22,000 year, gross. Plaza Cleaners, 2127 Salvio St., Concord, California. 8047-2

FOR SALE IN CENTRAL ILLINOIS, WELL-EQUIPPED 5-PRESS SOLVENT PLANT ON MAIN STREET IN TOWN OF 20,000. VOLUME $30,000. STRICTLY RETAIL. FULL PRICE $15,000—TERMS CAN BE ARRANGED TO RELIABLE PARTY. LIVING QUARTERS. ADDRESS, Box 8108, **NATIONAL CLEANER & DYER.** -2

North Idaho modern cleaning plant, good prices, fine climate, excellent set-up for man and wife. One-third down. **ADDRESS,** Box 8100, **NATIONAL CLEANER & DYER.** -2

For sale—modern laundry and cleaning plant. Stoddard solvent. Storage vault capacity of 2,500 garments. Rug cleaning equipment. 20 employees. Three routes. Military contract. Must see to appreciate. Small amount capital needed. With or without real estate—may have 10-year lease. Must sell to settle estate. **ADDRESS,** Box 8134, **NATIONAL CLEANER & DYER.** -2

CLEANING PLANT, 1-hour service. A going concern completely equipped with the best, including Forse Bodymaster shirt unit. Equipment only two years old and in tip-top condition. Located in thriving industrial town of 25,000 in the Philadelphia area. 1956 volume $60,750; current sales up 20% over these figures. Only 1-hour service plant in the community; has established route and clientele. Owner-manager interested in selling for purely personal reasons. Private sale; full details on request. **ADDRESS,** Box 8126, **NATIONAL CLEANER & DYER.** -2

LARGE DRYCLEANING PLANT, completely equipped. $70,000 yearly volume, brick building, southern West Virginia. $25,000 without real estate, $15,000 down, will finance balance. Write, Call: **BENSON EQUIPMENT COMPANY,** P.O. Box 284, Wheeling, West Virginia, CEdar 2-0284. 8135-2

For sale—drycleaning plant in northeast Colorado. Fully equipped. Well established, doing large volume of business. Health forces sale. **ADDRESS,** Box 8141, **NATIONAL CLEANER & DYER.** -2

Hat renovating shop and store. Equipped for new hats. Enough space for drycleaning or shoemaker. Owner wishes to retire. Best terms. Bertellino Hat Works, 713 South Kedzie Ave., Chicago 12, Illinois. 8150-2

Southern Wisconsin fully equipped 24 x 60 plant, nets $12,000 for couple, well established. Price of $25,000 includes 7-room home. Owner will help finance. Joseph T. Kelnhofer, Broker. Delavan, Wisconsin. 8150-2

Drycleaning solvent plant in western Pennsylvania. Grossing over $52,000 yearly. Drive-in service window, large parking area and long lease. Price $22,000. Write. **ADDRESS,** Box 8148, **NATIONAL CLEANER & DYER.** -2

Drycleaning plant for sale in Akron, Ohio. Established 30 years, doing retail and wholesale business. Owner wishes to retire and is willing to stay on with buyer for 90 days. Small down payment required. Will pay you to come to Akron to see it for yourself. Tremendous opportunity to make big money. Write to A. H. Tarr, c/o Day Cleaners & Dyers, 467 W. Cedar Street, Akron 7, Ohio. 8155-2

IN BEAUTIFUL SALT LAKE CITY—Solvent plant with shirt laundry, 35 years same location in fastest growing section in intermountain West. $60,000 annual sales, good prices, highest quality reputation, 70% cash and carry. A thriving business with great potential. Have made it, now wish to retire. $37,500 terms, will give long lease on building. This is a rare opportunity that will not last. Write or wire. **ADDRESS,** Box 8158, **NATIONAL CLEANER & DYER.** -2

Mid-West—Modern Synthetic—Gross over $40,000. Established over 15 years, good trade area, minimum competition. Reason for selling—death of owner. **ADDRESS,** Box 8157, **NATIONAL CLEANER & DYER.** -2

Fort Lauderdale, Florida, the fastest growing city on the East Coast of Florida, now offers one of the best laundry and drycleaning plants for sale. Grossing over $125,000 now. Fully equipped for all work. C.P.A. records more than quality price and net earnings. $77,500 total price with terms to qualified buyer. Long lease. Worth your trip here for complete investigation. Wire Cooke Realty, 2939 North Federal, Fort Lauderdale, Florida. 8156-2

DRYCLEANING, WESTCHESTER COUNTY—2 stores and plant doing $150,000 yearly business, 1955 figures. Doing 90% cash-and-carry. Price $80,000, $40,000 cash necessary, balance easy terms or will take two partners to buy 25% or one-half. **ADDRESS,** Box 8145, **NATIONAL CLEANER & DYER.** -2

CENTRAL FLORIDA—Complete laundry and drycleaning plant. 22-year quality reputation. Wonderful opportunity. $82,000 volume. A-1 location. With or without real estate. Worth investigating. C. E. Straight, Broker, Mount Dora, Florida. 8144-2

CONSULTANTS

LET US TELL YOUR CUSTOMER! Impartial laboratory reports on garment damage for settlement of claims, expert testimony for arbitration or referee. Prompt service, reasonable fee. **TEXTILE ANALYSIS SERVICE,** 53 Auburn St., Concord, N. H. 3635-25

IN TROUBLE? Our chemical analysis of garments and laboratory reports place responsibility for damage, and save your money. Charges light. **HUBBARD TEXTILE CONSULTING BUREAU, RT. 3, CHARLOTTESVILLE, VA.** 6040-25

48-HOUR ANALYSIS SERVICE. Keep customer goodwill. Reports accepted by customers, retailers, legal authorities. Plant facilities available for corrective work. Low rates. **FREEMAN TEXTILE RESEARCH LABORATORIES, 4 Commercial Street, Malden 48, Mass.** 7577-25

BUSINESS SERVICE

P. S.
YOU CAN CLEAN FURS
WITH FUR-FEEL CHEMICALS
7929-10

DOUBLE YOUR INCOME from your newspaper advertising by using our low-cost **CLEANER TOONS and verses.** For FREE proofs write **DAVID LILLY CARTOONS,** Box 167, Long Beach, Calif. 7520-10

DIRECT MAIL ADVERTISING for cleaners that gets new business at low cost . . . reactivates old customers. Write for free samples of famous Kolorcards. Reba Martin, Inc., 4201 N. W. 2nd Ave., Miami 37, Fla. 5974-10

STORAGE RECEIPT BOOKS $1.50 per book, additional books $1.00 each. Sample on request. David Matthews Co., 101 Cranston St., Providence, R. I. 7989-10

HAVE YOU TRIED OUR EXQUISITE, FRESH, HAWAIIAN ORCHIDS? OUR EXPERIENCE PROVES THAT YOU WILL SHOW INCREASED SALES AND EXCITED CUSTOMER INTEREST. CAPITALIZE ON THE HAWAIIAN TREND! USE OUR MAGIC FORMULA . . . GIVE . . . HAWAIIAN ORCHIDS—COST AS LITTLE AS 10¢ EACH. WRITE FOR FURTHER INFORMATION. FLOWERS OF HAWAII, 670 S. LAFAYETTE PARK PLACE, LOS ANGELES 57, CALIFORNIA. 8003-10

Double-breasted suit coats made single. $9.95 wholesale. Tailoring, any kind. By mail: Talis & Company, 11 Pleasant St., Worcester, Mass. 8137-10

MANUFACTURERS REPRESENTATIVES

DRYCLEANING—ALLIED TRADES—Salesmen with established clients working regular territory to act as manufacturer's agents. Present line must be non-conflicting. If you have the entree, if you can sell, you can earn $5,000 up per year on straight commission. We put no limit on your earnings. Arrange for personal interview. Write or phone Mr. T. H. McClinton, 4850 W. Belmont Ave., Chicago, Ill., Pensacola 6-7300. 8129-19

TRAINING SCHOOLS AND INSTRUCTIONS

HUBBARD DRYCLEANING AND REDYEING SCHOOL, Route 3, Charlottesville, Virginia. Courses offered in drycleaning (petroleum and synthetic), spotting, wetcleaning and dyeing. Study while you work and do both to advance yourself. Catalog sent on request. **A CORRESPONDENCE SCHOOL SERVING THE INDUSTRY SINCE 1932.** 5902-15

DO INVISIBLE REWEAVING IN YOUR OWN SHOP. Tremendous profits for you by giving your customers finest work **AND** prompt service. We teach you how to make tears, cuts, holes disappear from all clothing and fabrics. Earnings up to $10 in an hour. Learn in days with the original Fabricon method. First in the field. A professional home study course. Write for **FREE** details. Fabricon, Dept. RR, 8342 S. Prairie, Chicago 19, Ill. 7544-15

LEARN TAILORING, REPAIRING in one of America's finest tailoring schools. 100-hour course $75. Empire Institute of Tailoring, 422-A East Fifth St., Hazleton, Pa. 7129-15

LEARN TAILORING, REPAIRING, DESIGNING and CUTTING on men's and women's garments. (3 separate books.) Free booklets describing these books sent on request. Resident courses also. Master Designer, Dept. K, 400 S. State Street, Chicago, Ill. 5670-15

MERCHANDISE FOR SALE

MANUFACTURER SELLING OUT SURPLUS 24 x 36 NYLON LAUNDRY NETS, $13.50 PER DOZEN, FINEST QUALITY, SUPPLY LIMITED. L. S. SUPPLY COMPANY, 168 TRENTON AVENUE, WHITE PLAINS, NEW YORK. 7717-45

CUT DISTILLING COSTS 300%! Our new rags cost you no more than old rags, last three times longer for distilling your drycleaning fluid. Write or phone for free samples and prices. Standard Wiping Materials, 645 Dean Street, Brooklyn, New York. Nevins 8-1900. 8073-45

BUSINESS OPPORTUNITIES

Plant owner has A-1 location in western Massachusetts for package plant. Need experienced man with minimum of $2,000 to participate. **ADDRESS,** Box 8124, **NATIONAL CLEANER & DYER.** -11

FOR LEASE OR RENT

WANTED TO LEASE with option of buying—drycleaning plant in Florida or Southwest. **ADDRESS,** Box 8132, **NATIONAL CLEANER & DYER.** -20

PARTNERSHIP FOR SALE

Philadelphia—One-half partnership, medium-size solvent plant doing 50% retail and wholesale. Wonderful opportunity for ambitious man. **ADDRESS,** Box 8139, **NATIONAL CLEANER & DYER.** -9

WHOLESALE DYEING FOR THE TRADE

Our 43 years' experience, your assurance of quality on wholesale dye work. "We Know How." WHITE'S, INC., Cleaners & Dyers, 2487 Texas Ave., Shreveport, La. 5459-12

LOEBL DYEING IS THE FINEST QUALITY PRODUCED. All garments are deluxe semi-finished, wrinkle-free, soft feel, easy-to-press. Individual inspection of each piece assures satisfaction or money back. We specialize in draperies, slipcovers and rugs. Loebl's dye all colors every day. Quick service to parcel-post shippers always. Use **LOEBL'S EXPERT WHOLESALE DYEING SERVICE NOW** for better work—bigger profits. **LOEBL DYE WORKS, INC., 348 W. SALEM AVE., ROANOKE, VA.** 7003-12

For years our **EASY-TO-FINISH DYED WORK** has pleased the most discriminating customer. For **PROMPT SERVICE** and the **FINEST DYEING** of garments, rugs, drapes, slipcovers, suedes, leathers, try **SENECA DYERS, INC., 1127 MAPLE ST., ROCHESTER 11, N. Y.** 7256-12

SHARP'S REDYEING COMPANY—DYEING EXCLUSIVELY. WHOLESALE ONLY. We are now located in a large building and, in addition to our regular service on garments and household goods, are equipped to give you a complete service on rugs and carpets, any size. 977 Jackson Avenue, Memphis, Tennessee. 160-12

Dyeing Is Our Business—"Science in the Art of Dyeing" by the **South's** most modern dyehouse. Our 24- to 48-hour **SERVICE** on garments, household items and rugs is unmatched. Let's get acquainted **NOW** for bigger profits. **DUFFEN DYE WORKS, 2211 County St., Portsmouth, Virginia.** 7638-12

MISCELLANEOUS

ELIMINATE THE REMOVAL OF BUTTONS AND BUCKLES. Save on labor—cut down complaints—speed up production. Allow us to place in your plant on approval a small assortment of **SLIP-ON BUTTON AND BUCKLE PROTECTORS.** We know of no better way for a plant manager to judge our product. Over 2,000 plants have used them. **SLIP-ON BUTTON AND BUCKLE PROTECTOR CO.,** 2610 Clay Ave., Fresno 1, California. 3476-8

HELP WANTED

WORKING MANAGERS FOR SYNTHETIC CHAIN OF DRIVE-IN CLEANERS AND SHIRT LAUNDRY PLANTS FOR NEW JERSEY AND NEW YORK AREA. MUST BE ABLE TO TAKE FULL CHARGE. HIRE AND TRAIN ALL PERSONNEL. $6,250 STARTING SALARY PLUS 10% OF SALES. SEND PHOTOGRAPH AND GIVE FULL RESUME OF YOURSELF. REPLIES WILL BE KEPT IN STRICT CONFIDENCE. ADDRESS, Box 8044, **NATIONAL CLEANER & DYER.** -7

Huntington Laboratories, Inc., has openings in its sales division calling on drycleaners, rug cleaners, and furriers. Write, stating qualifications, to: Huntington Laboratories, Inc., Huntington, Indiana. 7911-7

MANAGER—drive-in drycleaning and shirt laundry plant under construction. Must be take-charge man—willing to work. State experience, education, present employment, age and present salary. No interview without **COMPLETE** information. All replies confidential. **ADDRESS,** Box 8086, **NATIONAL CLEANER & DYER.** -7

Aggressive young man with drycleaning and shirt laundry experience to manage plant. Future unlimited, with opportunity to purchase plant. Located in east central Indiana. Owner retiring. **ADDRESS,** Box 8115, **NATIONAL CLEANER & DYER.** -7

HELP WANTED (Cont'd)

Wanted—working manager in modern Midwest petroleum plant with privilege of buying in. Owner must retire due to health. City population 80,000. **ADDRESS,** Box 8145, **NATIONAL CLEANER & DYER.** -7

Working manager for drive-in cleaning plant in town of 90,000 in southern California near Los Angeles. We are looking for a young, ambitious man who can spot and take full charge. Prefer N.I.D. graduate (but not necessary). A future assured within 2 or 3 years if you are the right man. Modern plant and building. Established 18 years under the same ownership and management. Doing approximately $1,800 per week overall. Well known reputation for quality work. Please state age, present employment, experience, education, income requirements, and enclose recent snapshot. All replies confidential. **ADDRESS,** Box 8146, **NATIONAL CLEANER & DYER.** -7

Experienced drycleaner and silk spotter for high-class synthetic drycleaning plant in Syracuse, N. Y. An old-established firm with all new drycleaning equipment. Steady employment. Pleasant working conditions. Good wages. **ADDRESS,** Box 8127, **NATIONAL CLEANER & DYER.** -7

MR. SALESMAN: ARE YOU LOOKING FOR AN OPPORTUNITY? We need a TOP man to operate established **LAUNDRY SUPPLY HOUSE** branch office in fast growing Southern city on liberal percentage of profits. Laundry supply sales experience essential, managerial experience desirable. Available immediately. Apply in own handwriting giving last 10 years experience and photograph. **ADDRESS,** Box 8140, **NATIONAL CLEANER & DYER.** -7

SILK SPOTTER. Must have good reference. One who can invest $2,000 to $3,000 in the business and can work with owner one year and then take over as owner wishes to retire. There is a tremendous opportunity to make big money. Twelve people on payroll and doing retail and wholesale business. Established 30 years. Write to A. H. Tarr, Personal, c/o Day Cleaners, 467 W. Cedar St., Akron 7, Ohio. 8154-7

EXPERT PRESSER, combination silk and wool finisher. Must fill one position, and be capable of managing department. Train new help, etc. Produce extremely high quality work, with top maximum production. Be able to do tough jobs others say can't do. Salary strictly percentage. Write: Box 360, Ardmore, Oklahoma. 8152-7

SITUATIONS WANTED

Man desires U. S. or Canadian position. 25 years experience in European, Australian plants. Speaks 6 languages. Finest references. Wife is excellent spotter and silk finisher. Will need letter of intention from employer for immigration purposes. **ADDRESS,** Box 8060, **NATIONAL CLEANER & DYER.** -5

TOP CHICAGO SILK SPOTTER presently employed, fast, good, dependable. Top knowledge of chemicals. Desires position in **LOS ANGELES** area with quality drycleaning plant. Excellent references. **ADDRESS,** Box 8075, **NATIONAL CLEANER & DYER.** -5

Manager's position wanted, plant where owner is going to retire, with privilege of buying. Family man, strictly sober, highly technical. 21 years experience, will consider try-out basis first. **ADDRESS,** Box 7917, **NATIONAL CLEANER & DYER.** -5

PLANT MANAGER'S POSITION WANTED. 25 years experience in all departments of drycleaning. Capable of training help. Age 42, married. Prefer Long Island. **ADDRESS,** Box 8147, **NATIONAL CLEANER & DYER.** -5

Manager's position wanted. Capable of assuming complete responsibility of quality plant. 25 years in the industry. Married, sober, reliable. Prefer eastern United States. Interested only in long term proposition. **ADDRESS:** Robert L. Davis, 1710 Mobile Ave., Erie, Pa. 8149-5

Position as **FIELD REPRESENTATIVE** for manufacturer of drycleaning detergents and soaps. Over 14 years experience both petroleum and synthetic. Graduate of N.I.D. general and management courses. Age 33, married. **ADDRESS,** Box 8142, **NATIONAL CLEANER & DYER.** -5

SALESMEN-DISTRIBUTORS WANTED

Salesman with a large following among cleaners and laundries to sell fur cleaning and storage chemicals. Unusual opportunity with well-known firm. No technical background necessary. Bernard Sirotta Company, 620 Smith St., Brooklyn 31, N. Y. 3371-14

Salesmen wanted for New York's leading household drycleaning company specializing in drapery cleaning, rug cleaning, carpet shampooing on premises, and flame proofing. Quality House Furniture Cleaners, Inc. 312 E. 102nd St., New York 29, N. Y. 7430-14

DISTRIBUTORS-INDEPENDENT SALESMEN sell our high-profit, no inventory register forms for drycleaners and laundries. We make any form to fit any register. Low prices—Fast delivery—Repeat sales. Free catalog. Automatic Salesbook Company, Willimantic, Conn. 7656-14

SALESMEN-DISTRIBUTORS WANTED (Cont'd)

Salesmen wanted: Experienced, aggressive men wanted for Southeastern, Southwestern and Midwestern territories by rapidly growing specialty company. We have most extensive, competitive and up-to-date line. Full time, or as additional line when handling non-competitive products. Replies held confidential. **ADDRESS,** Box 8070, **NATIONAL CLEANER & DYER.** -14

WANTED: Experienced top-notch drycleaning soap salesman. An exceptional opportunity for the right man to come in under reorganization of old-established manufacturer to secure a promising future. Give full details in confidence. **ADDRESS,** Box 8096, **NATIONAL CLEANER & DYER.** -14

SALESMAN: Young man plant or sales experience in drycleaning wanted by leading specialty manufacturer to travel Midwestern territory. Salary plus expenses. Give age, education, experience, salary required. **ADDRESS,** Box 8153, **NATIONAL CLEANER & DYER.** -14

Experienced, aggressive man to sell laundry and drycleaning machinery and equipment in eastern part of Tennessee, for distributor with sterling reputation throughout the area. Answer in own handwriting, giving age, marital status, all experience, and references both business and personal. **ADDRESS,** Box 8121, **NATIONAL CLEANER & DYER.** -14

Salesman for state of Connecticut to sell complete lines of leading machinery for well-established distributor. Wonderful opportunity for ambitious person to make permanent connection. Good draw against commission. Replies strictly confidential. **ADDRESS,** Box 8122, **NATIONAL CLEANER & DYER.** -14

REWEAVING

RE-WEAVING AT LOWEST WHOLESALE PRICES, 1-day service, we pay return postage, work guaranteed for the life of the garment. Satisfaction or no charge. Special low prices on large damages. Free estimates in advance if requested. Write for free signs, pricing rulers, labels. **THRIFTY WEAVERS,** 1412 Adams St., Toledo 2, Ohio. 7446-29

The old reliable **"BERGER DAMAGE REWEAVING"** serving the cleaners and tailors trade almost forty years. The finest type of skilled work only. Prompt service, reasonably priced. Our work wins you good will. Estimates cheerfully made. Return postage paid by us. If you want the "Best," mail your jobs to **"BERGER DAMAGE REWEAVING COMPANY,"** 765 Madison Ave., New York 21, N. Y. 5966-29

A. A. A. WEAVING SERVICE. Holes, burns, tears and imperfections in garments and fabrics of all descriptions expertly rewoven by hand. **FINEST WORK AT NEW LOW PRICE SCHEDULE.** Save money on claims and adjustments. Sell this very profitable service to your customers. We pay postage one way. **A. A. A. WEAVING SERVICE, 1182 MADISON AVENUE, NEW YORK CITY 28.** 150-29

REWEAVING, ONE-DAY SERVICE: Cigarette burns, moth-holes, tears, spots in clothes, linens, rugs, upholstery fabrics, like new. Small jobs returned same day. Send garments for estimate. **GIVE US A TRIAL.** You'll be amazed to see the difference between our work and what you've been getting. Established 1910. American Textile Weaving Co., 5 N. Wabash Ave., Chicago 2, Ill. 5516-29

MONEY BACK GUARANTEED REWEAVING. Best possible methods. None better. Display signs, pricing charts, etc. We supply at no charge everything necessary to sell this fine service. Liberal discount. Open accounts. Return postage paid. Send garment for estimate or ask for Sales Kit. **WEAVE MASTERS,** 415 Race St., Cincinnati 2, Ohio. 7369-29

ADAMS WEAVING COMPANY the best known name in Re-weaving. Burns, moth holes, rips in garments, linens and sweaters. An extra service for you to offer with an excellent profit. Top-quality workmanship that will avoid trouble with plant damages. Quick and guaranteed service. **ADAMS WEAVING COMPANY,** 1010 Republic Building, Chicago, Illinois. 5470-29

REWEAVING BY THE SUPERIOR FRENCH PROCESS. MOTH-HOLES, BURNS, ETC., REWOVEN TO THE EXACT PATTERN. COAST-TO-COAST. MODERATE PRICES. SMALL DAMAGES RETURNED SAME DAY RECEIVED. SATISFACTION GUARANTEED. SEND A TRIAL ORDER TODAY. R. M. WEISSERT, 315 NORTH 7TH ST., ST. LOUIS, MO. 5545-29

REWEAVING. Complete **SALES KIT FREE** including signs, advertising mats, instruction book, **PRICING CHART,** work tickets and envelopes at **NO CHARGE.** A prompt efficient **WHOLESALE** service at a **MODERATE COST.** We reweave the exact pattern in all fabrics. Our complete reweaving service will make you a satisfied, permanent customer. Send garment for estimate. Open accounts if desired. Return postage paid. **MONEY BACK GUARANTEE. CINCINNATI REPAIR SERVICE,** 415 Race St., Cincinnati 2, Ohio. 6066-29

"40% PROFIT WITHOUT INVESTMENT." Send us garments with burns, rips, holes to be skillfully rewoven by the exclusive **WONDERWEAVE** method. 100 operators, fast service. All work guaranteed for life of garment. No investment, time or labor required. OR, do your own reweaving. We sell equipment for $12 complete with instructions. Replacement points $6 each. Write to Wonder Weavers, established 1899, 44 Whalley Avenue, Dept. 9, New Haven, Connecticut. 3298-29

REWEAVING (Cont'd)

FOR GUARANTEED REWEAVING SERVICE ship your next damaged garment to us. We use the real French-Rochester Method only. Send us the difficult jobs that others reject. We will do it right or no charge. French Textile Co., Dept. N, 428 Avenue A, Rochester 21, N. Y. 5831-29

HEDDA MOHL, REWEAVER, formerly **VIENNA, PARIS.** Original French weaving, reweaving, stoting, invisible mending. Holes, burns and tears expertly rewoven. Quick service. Satisfaction guaranteed. Wholesale prices. Return postage paid. 48-hour service. (Promotion kit free.) Hedda Mohl, Reweaver, Colorado Springs, Colorado East of Chicago, Hedda Mohl, 832 Montrose Ave., Chicago 13. 4839-29

REWEAVING—Saves and renews damaged garments. Contact us. Send garments for estimate. **MAGIC RE-WEAVING SERVICE**—227 Ness Building, 28 West 2nd South, Salt Lake City, Utah. Phone: 4-4052. 1629-29

FRENCH REWEAVING BY EUROPEAN ARTISTS. GUARANTEED FINEST YOU HAVE EVER SEEN. OVER 300 SATISFIED CUSTOMERS. SEND GARMENTS TO: MAFFE WEAVING CO., 153-27 HILLSIDE AVE., JAMAICA 12, N. Y. 7854-29

REWEAVING INSTRUCTIONS

LEARN INVISIBLE REWEAVING—complete instructions and supplies $10. **NOTHING MORE TO BUY.** If you can't reweave in 30 days, $10 worth **FREE.** Jacks Service, P.O. Box 345-N, Freeport, Illinois. 8133-32

SEWING ROOM SUPPLIES

BARGAINS—100 TALON TROUSER ZIPPERS, $11.50, 24 SUEDE LEATHER ELBOW PATCHES, $4.00. Ask for free price list of tailor trimmings, buttons, thread, tags, pins, complete line. Nassau Notionhouse, Nassau, N. Y. 5639-42

SUEDE AND LEATHER SERVICES

SUEDES AND LEATHERS cleaned and dyed to perfection. Prompt service. Fully insured. Any jacket $3.75. Ship to **THE SUEDE KING,** 1311 East State Street, Sharon, Pa., Member of S.L.R.A. 5234-13

Wholesale leather and suede cleaning, redyeing, refinishing. Hundreds of satisfied customers in every state. Open account. Try our exclusive **DAVOTEX** process. You will become a regular customer. **C.O.D. CLEANING & DYEING CO.,** 1430 Harrison St., Davenport, Iowa. 6055-13

CERTIFIED LEATHER CLEANERS—the first and only suede and leather cleaner offering a guarantee of satisfaction. **CERTIFIED LEATHER CLEANERS,** 734 S.W. 22nd Avenue, Miami, Florida. 7334-13

CERTIFIED LEATHER SERVICE—NEW ENGLAND'S foremost suede and leather cleaner—our 29 years of service is your guarantee of satisfaction—prompt service, garments insured. **CERTIFIED LEATHER SERVICE,** 210 County St., New Bedford, Mass. 7919-13

SUEDE and LEATHER—Cleaned, dyed, refinished. Guaranteed **"FRENCH-TEX"** process. Jackets—$5, coats—$10. **LaFRANCE DYE HOUSE,** 946 Shehy St., Youngstown, Ohio. 7947-13

Leather-Suede wholesale cleaning. Approved S.L.R.A. methods. Celebrating 25 years of progress. Send for price list today! Hudson Fur Cleaning Co., 106 Cranston Street, Providence, R. I. 7995-13

Suede and Leather cleaned and refinished—Jacket $3.50, Topper $5.00, Coat, $6.00. To change the color of suede, 50% more. Advance Leather Coloring, 1628 Pitkin Ave., Brooklyn 12, N. Y. 5849-13

Suede and Leather Specialties. Guaranteed "Lano-Lustre" process. Natural oils, color and softness restored. Send for information folder and price list. Free window display sign with first job. One-week service. Send to—Wardrobe Service, 1304 McGee, Kansas City, Missouri. 8088-13

MACHINERY WANTED

WANTED: USED HOFFMAN UTILITY PRESSES, any model, any amount. Address: "M.A.T.S.A." Dr. Pasteur 113, **MEXICO 7, D. F., MEXICO.** 5703-3

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EV 9-6585, **will purchase or help you sell your surplus equipment.** Send for list or ask for representative. 7675-3

WANTED—SAGER SHEET SPREADER. Montecito Manufacturing Co., 702 East Montecito St., Santa Barbara, California. 1513-3

MACHINERY FOR SALE

REBUILT TO WEAR WITHOUT REPAIR. Complete drycleaning plants for solvent or synthetic, also complete laundry plants. Large stock on floor ready for inspection. Write for catalog or visit us. **IMPERIAL LAUNDRY MACHINERY CO.,** 121 Greenpoint Ave., Brooklyn 22, N. Y., Tel.: **EV** 9-6585. 7674-4

MACHINERY FOR SALE (Cont'd)

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y., EV 9-6585, **has available laundry and drycleaning equipment from several modern plants, some used only 3 years. Prices reasonable and terms extended. Write for our availability list without obligation.** 7678-4

IMPERIAL LAUNDRY MACHINERY CO., INC., 121 Greenpoint Ave., Brooklyn, N. Y., EV 9-6585, **are selling for owners of PENN CLEANERS,** 207 W. 38th St., New York City—Prosperity laundry and drycleaning units, Prosperity 60 lb. automatic washer, 2 Mercury 140F cleaning units, 2 years old, tumblers, miscellaneous items. Also available synthetic and petroleum cleaning units, 2-girl shirt units, 5 H.P. Ingersoll-Rand Compressor, 10 H.P. packaged boiler. Building must be vacated immediately. Write or telephone for inspection and details. 7677-4

Prosperity 6A fully automatic synthetic unit, used less than 2 years. Can be seen in operation. Priced reasonably, can arrange terms. Trade-ins accepted. **IMPERIAL LAUNDRY MACHINERY CO.,** 121 Greenpoint Ave., Brooklyn 22, N. Y. EV 9-6585. 7676-4

LIQUIDATION SALE OF ENTIRE DRYCLEANING PLANT, ALL MACHINERY A1 CONDITION; 54 x 70" HOFFMAN BALLOON DRYCLEANING WASHERS; 48" and 60" AMICO OPEN-TOP EXTRACTORS; 5000 and 8000 GALLON FILTERS, MOTOR-DRIVEN PUMPS, TRAPS, ETC. ALSO SMALLER WASHERS, EXTRACTORS AND FILTERS AVAILABLE. VERY REASONABLY PRICED. WRITE, WIRE OR 'PHONE FOR FULL DETAILS. WILLIAMS LAUNDRY MACHINERY CO., INC., 37-37 91h STREET, LONG ISLAND CITY 1, NEW YORK. STILLWELL 6-6666. 5378-4

ADJUSTA-FORMS—Rebuilt completely in every detail including new bag. Model P-1 Adjusta-Forms lowest price in America. Only $169. Guaranteed. Saxe-Freeman Co., Omaha, Nebraska. 8076-4

For sale as complete shirt unit or will sell separately three 3-girl Prosperity units, one 2-girl Unipress shirt unit, and three Unipress cabinet sleevers which have been used two years and are like new, also Prosperity uniform press, Huebsch hank ironer. Despatch Cleaners and Launderers, Inc., 113 East 26th Street, Minneapolis, Minn. 8068-4

Used washers for sale, guaranteed. Thor only. Call WA 7-2886, New York City. Service contracts now available. 8128-4

42 x 54 Gross washer—2 years old. 36 x 54 Gross washer, above belt-driven. 40" Fletcher extractor, motor-driven—excellent 5M gal. Gross filter. 75-125 gal. Gross still. Other miscellaneous equipment. No reasonable offer refused. **NEW DREMAN CLEANERS,** 6612 Pennsylvania Ave., Cleveland 5, Ohio. 8102-4

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For Sale: Complete Hoffman drycleaning equipment to be moved. Automatic oil-fired 15 h.p. boiler with all controls, new tubes and return system. Two presses, 1, 1700 gal. filter with automatic scraper, 45 lb. washer-tumbler, 20-inch extractor, Cissell spotting board and sleever. $2,700 takes all. Need building, generating plant alone worth that. J. W. Carmean, Frankford, Delaware. 8090-4

For Sale—Immediate delivery, subject to prior sale, completely rebuilt and guaranteed: 1—48" Prosperity extractor—220/3/60—$1,525. 1—Super Zoric synthetic unit, fully automatic, complete recovery—$2,250. 1—Butler 3,200 G.P.H. filter and pump—$1,250. **WRITE, WIRE OR CALL—JENSEN MANUFACTURING COMPANY, PALMYRA, NEW JERSEY—MARKET 7-1403.** 8063-4

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OUR READERS SAY

One for Controls

To the Editor:

I must take issue with your editorial on the current minimum wage legislation. I am a firm believer that this country grew great on the free enterprise system of supply and demand *without* controls. My preference would be to eliminate *all* controls on both prices and wages and also production in the case of the farmer. But we do not now have this freedom from controls. If one segment of the economy is to be artifically controlled then the rest of the economy cannot operate under the "natural law" of supply and demand.

By exempting laundries and drycleaners, we have effectively made our industry second-class and, more inexcusable, rendered our employees to second-class workers, citizens and neighbors.

Your magazine has many times stressed the need of our drycleaning industry to lift itself from the shoeshine-parlor level in the eyes of the public. We have obviously failed to gain the first plateau, since most drycleaners are afraid to increase prices in proportion to those of the barber shop . . .

Most states do have minimum wage laws which control cleaners and laundries so we are not free from this type of legislation, anyhow. You cannot expect the employees of the exempted industries—i.e., laundries, cleaners, retail trades, etc.—to pay more than 60 to 75 cents for a clean pair of trousers but those in the steel industry, interstate commerce, automotive and building trades could easily double this amount.

Let's increase the size of the "Pie"; let's get our customers now exempted in a financial status to pay more for cleaning; let's stop expecting preferential treatment—which surely is curtailing the advancement, growth and wealth of this industry.

BEN B. WALLIS
Wallis Cleaners
Tucson, Arizona

Basically, we are in complete agreement. We are both anxious to see quality standards and type of personnel improved in the drycleaning field. We both want to see prices raised to the degree where cleaners can realize a fair profit on their investments. We both agree that our country's greatness has been founded on free enterprise without restricting controls.

A minor point of our disagreement arises where you state that our industry can be improved with more government controls. Merely assuming the cloak of Federal minimum wage laws will not accomplish this. Paying adequate salaries and charging decent prices is a problem of the industry itself, not any "big brother."

The thing that really determines wage levels is the competitive labor market in which individual plantowners operate. If your market has a $1 minimum wage already, then you should be in a position to attract much better help by paying $1.25, $1.50 or $2 an hour. This has nothing to do with legislation, but is every plantowner's prerogative.

What we strenuously object to is Federal legislation of a business which is essentially intrastate in nature. While this seems to be morally unsound, it will also burden the small plantowners with additional government forms to be filled, further policing action and other red tape. Many states have already chosen to vote in their own wages and hours laws. Therefore, this additional legislation on the part of the Federal Government will merely add to the Federal payrolls and increasingly high taxes.
—EDITOR

Household Processing

To the Editor:

In trying to improve our work floor and production performance on household articles such as draperies, slipcovers, etc., we find very little material in our file.

We will appreciate receiving from you as promptly as possible information as regards any articles which you have published on this particular point.

Interestingly enough we do not find that the NID has ever put out any material on this subject.

We assure you that any and all information will be greatly appreciated.

F. E. GLASS, Vice-President
Crown Laundry and Dry Cleaning Co.
Indianapolis, Ind.

A new series on household finishing, by Laura Porterfield, starts in this issue.—EDITOR

Let's Hear From You . . .

We welcome your inquiries, your views about every phase of the drycleaning industry, your problems and your solutions to problems. Address:
The Editor
National Cleaner & Dyer
305 East 45th Street
New York 17, N. Y.

Advertising Campaign

To the Editor:

When we first started the laundry and drycleaning business, the bundles on the drycleaning were two to one of the laundry; however, over the past five years the reverse has set in. It is now about two and a half bundles of laundry to one of drycleaning.

At present our business covers the greater part of the entire island, with 28 call offices at various strategic points, and we are always on the lookout with a view to opening new call offices, as the greater part of the general public here resorts to a great deal of walking. So if we have call offices in their neighborhood, they are not going to walk many blocks out of their way to go elsewhere. It seems inconceivable to me that a person would bring us only their laundry and not their drycleaning.

Our advertisement is confined solely to the radio, which we use intermittently. I have given you the above details to see if through your vast knowledge, you might be able to give us some idea of what you would consider the best advertisement campaign to put on in this area, in order to increase our drycleaning business.

L. L. BEARDEN
Sanitary Laundry Company Limited
Port-of-Spain, Trinidad

This March Guidebook issue deals extensively with the subject of sales control. An important chapter covers advertising and advertising budgets. We also get into the subject of recommending different media for merchandising, as well as how to allocate the budgeted funds over the various months of the year to get the most from your advertising money.
—EDITOR

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